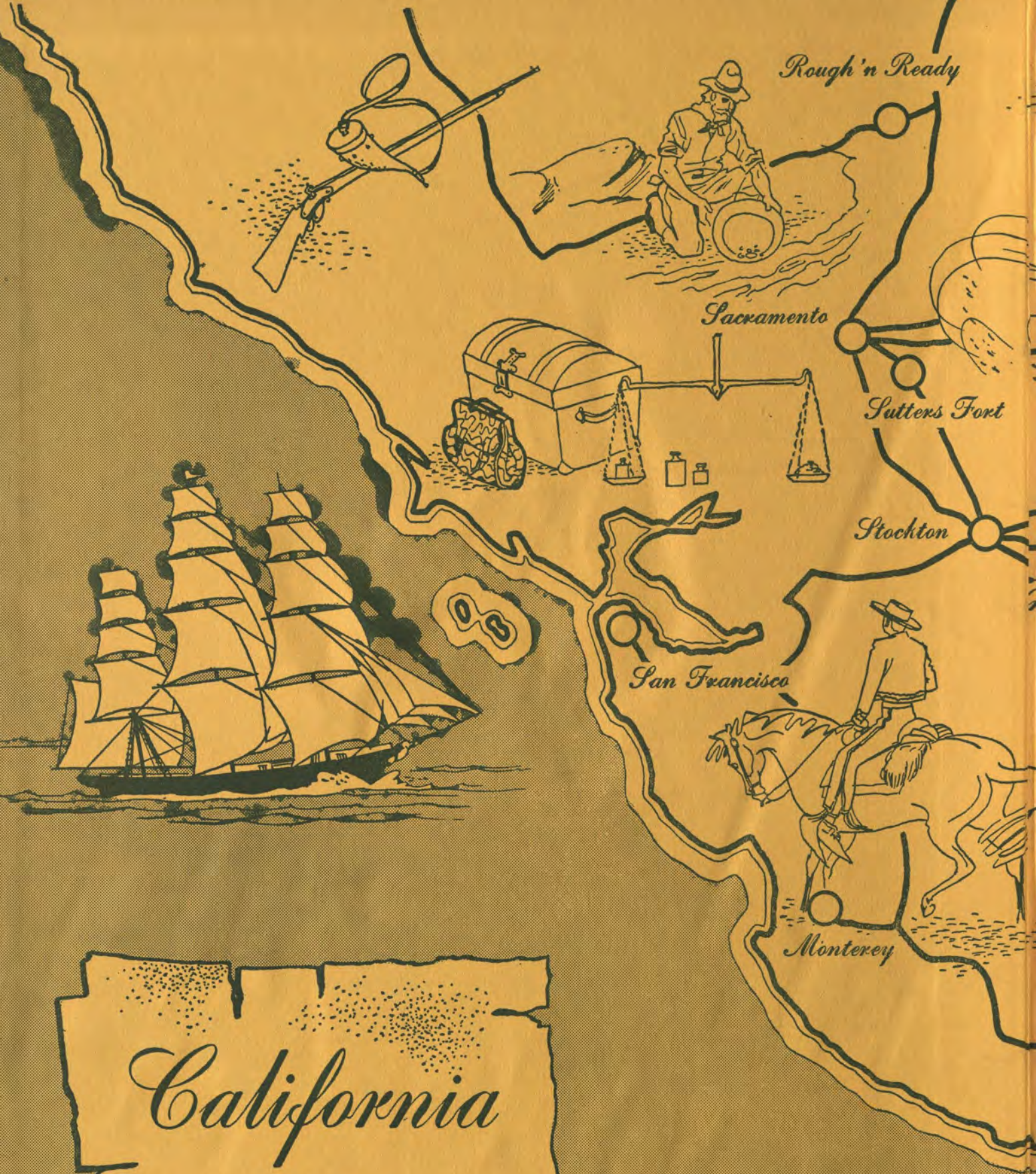




EL RODEO

DE



California

1849



Virginia City

Hangtown

Jackson

Columbia

Sonora

Death Valley

rights Ferry

Chinese
Camp

San Luis Obispo

Los Angeles



El Rodeo 1949



El Rodeo '49



Published by the Associated Students of the Cal



California State Polytechnic College, San Luis Obispo



DEDICATION



TO THE MAN who is always publicizing and rarely publicized himself, the 1949 EL RODEO is dedicated. Bob Kennedy, young and friendly with a sharp wit and an inexhaustible fund of energy, has put eight years of untiring effort into Cal Poly publications. His advice and encouragement have enabled students to produce year books which have ranked among the best in national competition and a weekly newspaper which has continually increased in size and quality. Other publications, including the Frosh Handbook, the Poly Royal Pictorial and the yearly catalog, owe their excellence to his talent.

That Cal Poly draws students from all parts of the United States and that it is known and respected both in this country and abroad can be directly credited to his far-reaching public relations program. Such phrases as "learn by doing" and "earn while learning" are now familiarly associated with the college because his news releases and feature articles have been widely printed in newspapers and magazines of the nation.

Back of his aid and encouragement to school publications and his tremendous energy in publicizing the college, is a belief in its students and a faith in its objectives. In 1849 men came West seeking gold and adventure. In 1949 they come seeking new opportunities and new lives. Bob Kennedy is one of the men of the New West who draws them with his vital belief in Cal Poly, a western college. And while he is away on a sabbatical leave, EL RODEO salutes him and awaits his return.

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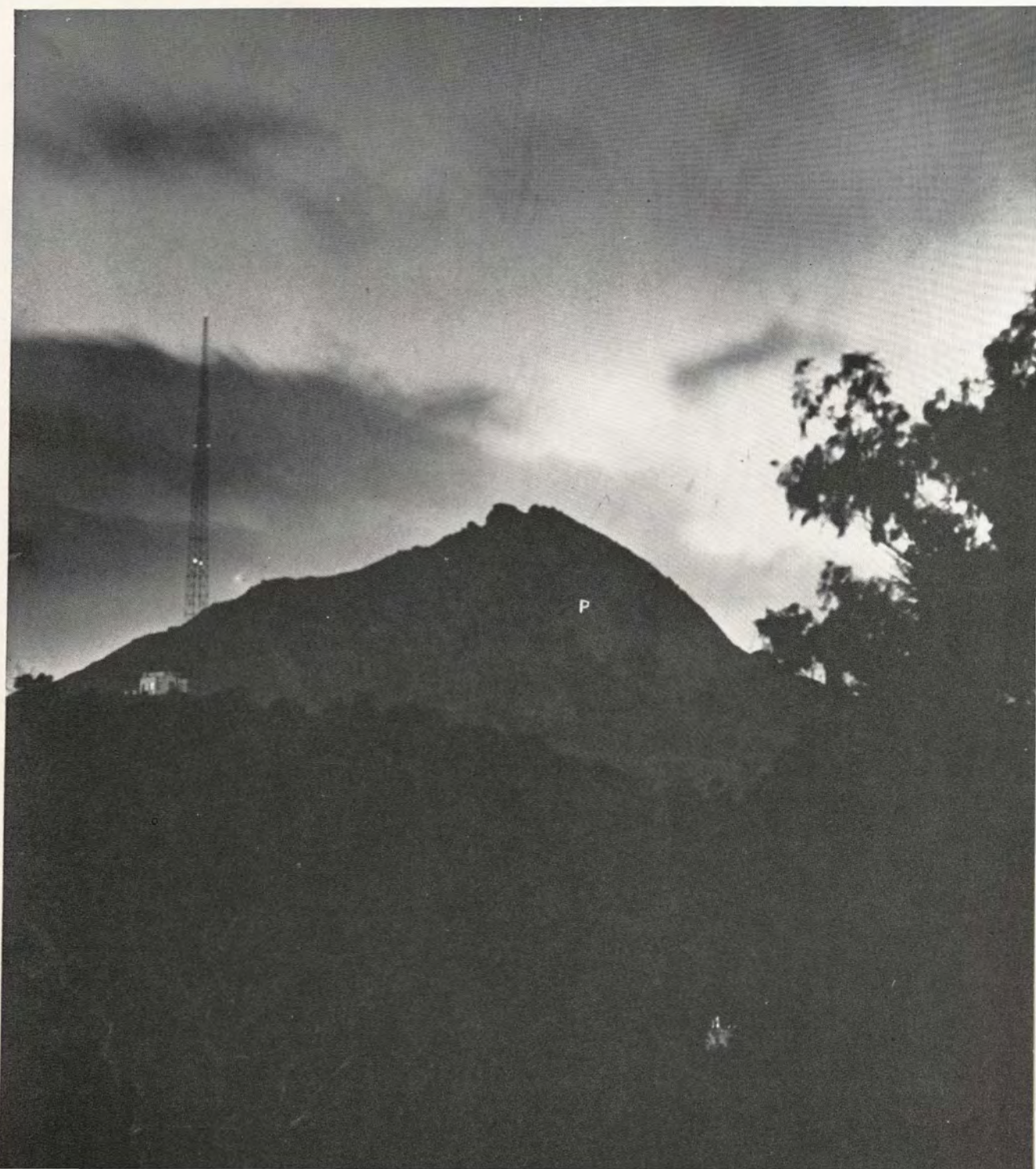
ACTIVITIES ~ ~ ~

ORGANIZATIONS ~

DORMITORIES ~ ~

ATHLETICS ~ ~ ~

TOWN ~ ~ ~ ~ ~ ~





STAFF

ART GANDY *Editor-in-Chief*

DON JOHNSON *Associate Editor*

MERV CHAMBERLAIN . . . *Business Manager*

ED NITENSON *Chief Photographer*

JOHN ASKINS *Portrait Photographer*

ART CRAM *Press Photographer*

JOE GRIFFIN *Sports Editor*

OSCAR BETTENDORFF *Classes Editor*

TONY SOLFERINO . . . *Administration Editor*

ED MATTSON *Dormitory Editor*

GUY THOMAS *Organizations Editor*

PAUL TRITENBACH *Activities Editor*

DEANE ABOUDARA . . . *Art and Layout Editor*





CALIFORNIA POLYTECHNIC



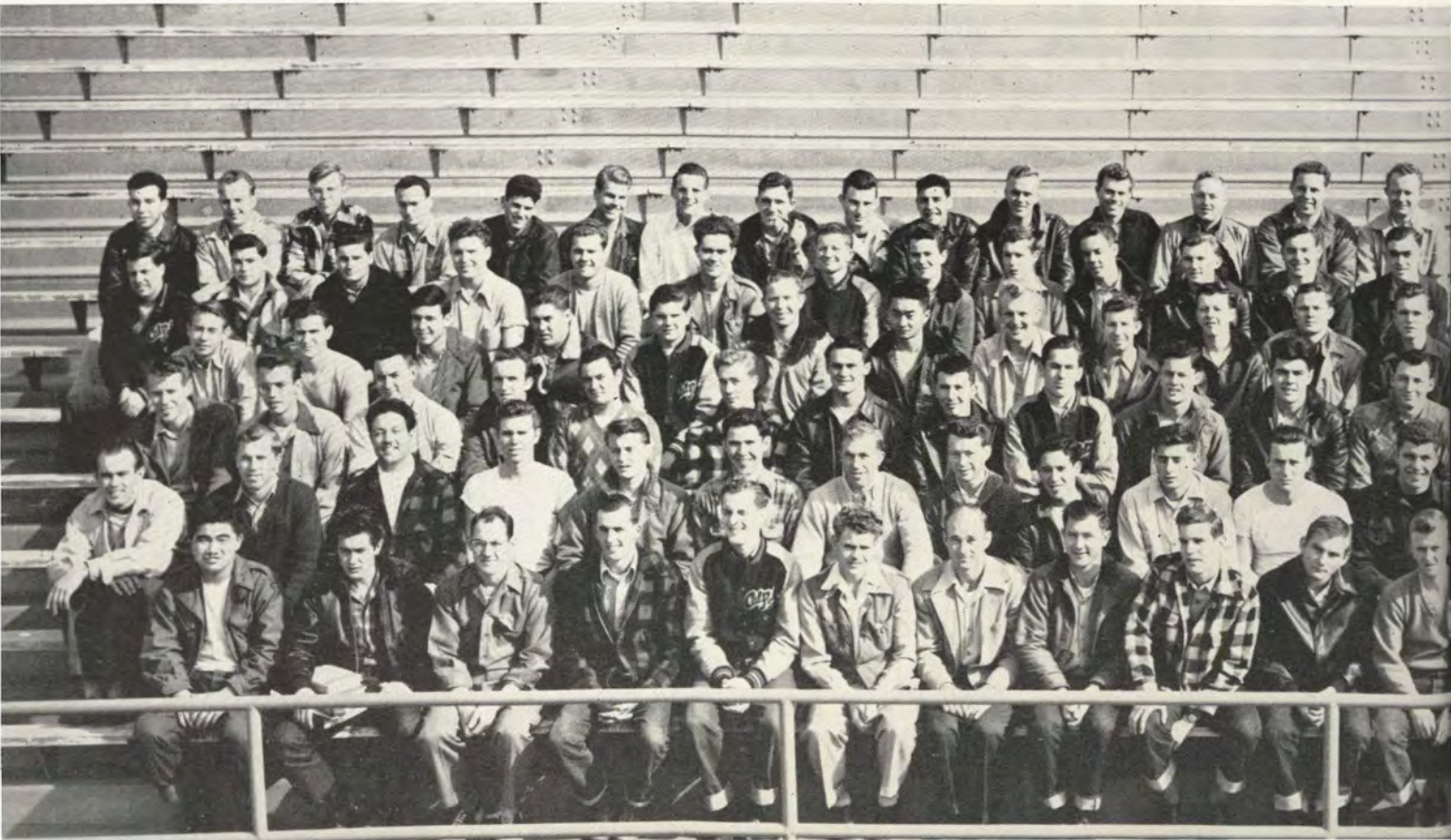


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Freshmen

AN EVER EXPANDING California State Polytechnic is being made possible by an ever increasing number of freshmen. The frosh indicated their size when they defeated the school's largest sophomore class on brawl day.

As in the case of preceding freshmen, most of them made their home in Poly's section of Camp San Luis Obispo. Early in the year the frosh elected Jerry Tyrrel, Don Upton, John Harrison, and Ugo Lea to head their organization. Gerald Ellis of the architectural engineering staff served as their faculty advisor.



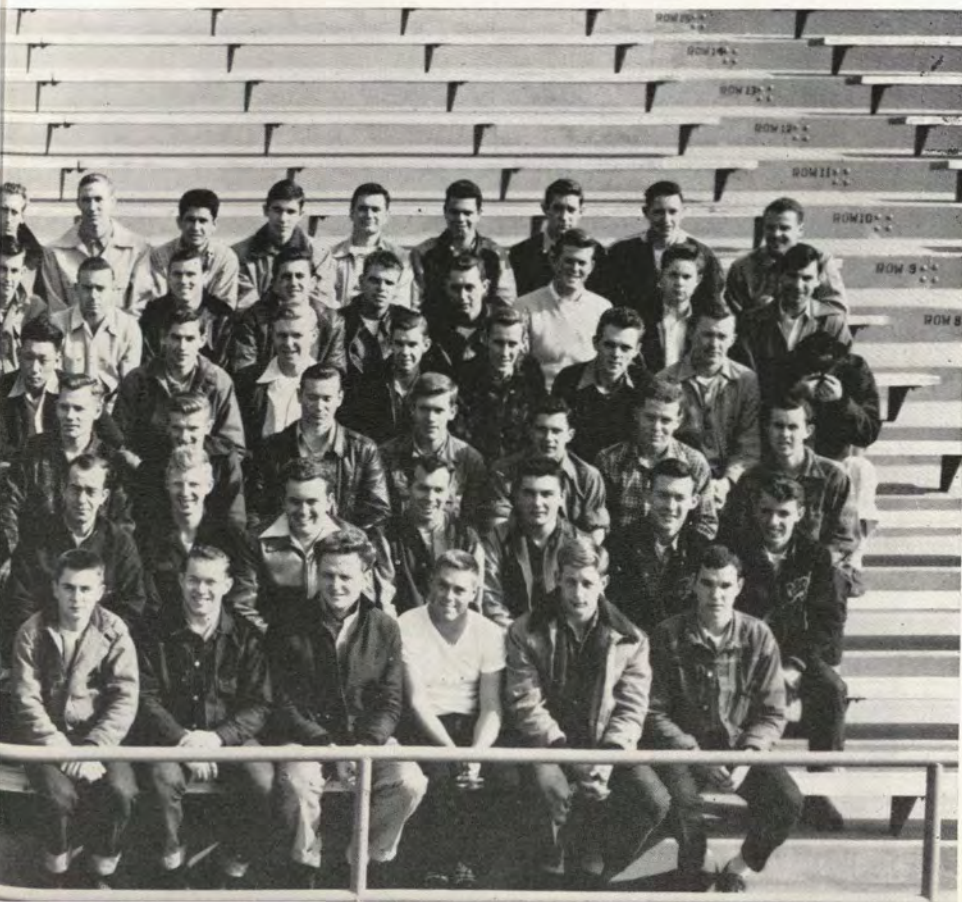


JERRY TYRREL
Class President

DON UPTON
Vice-President

JOHN HARRISON
Sec.-Treasurer

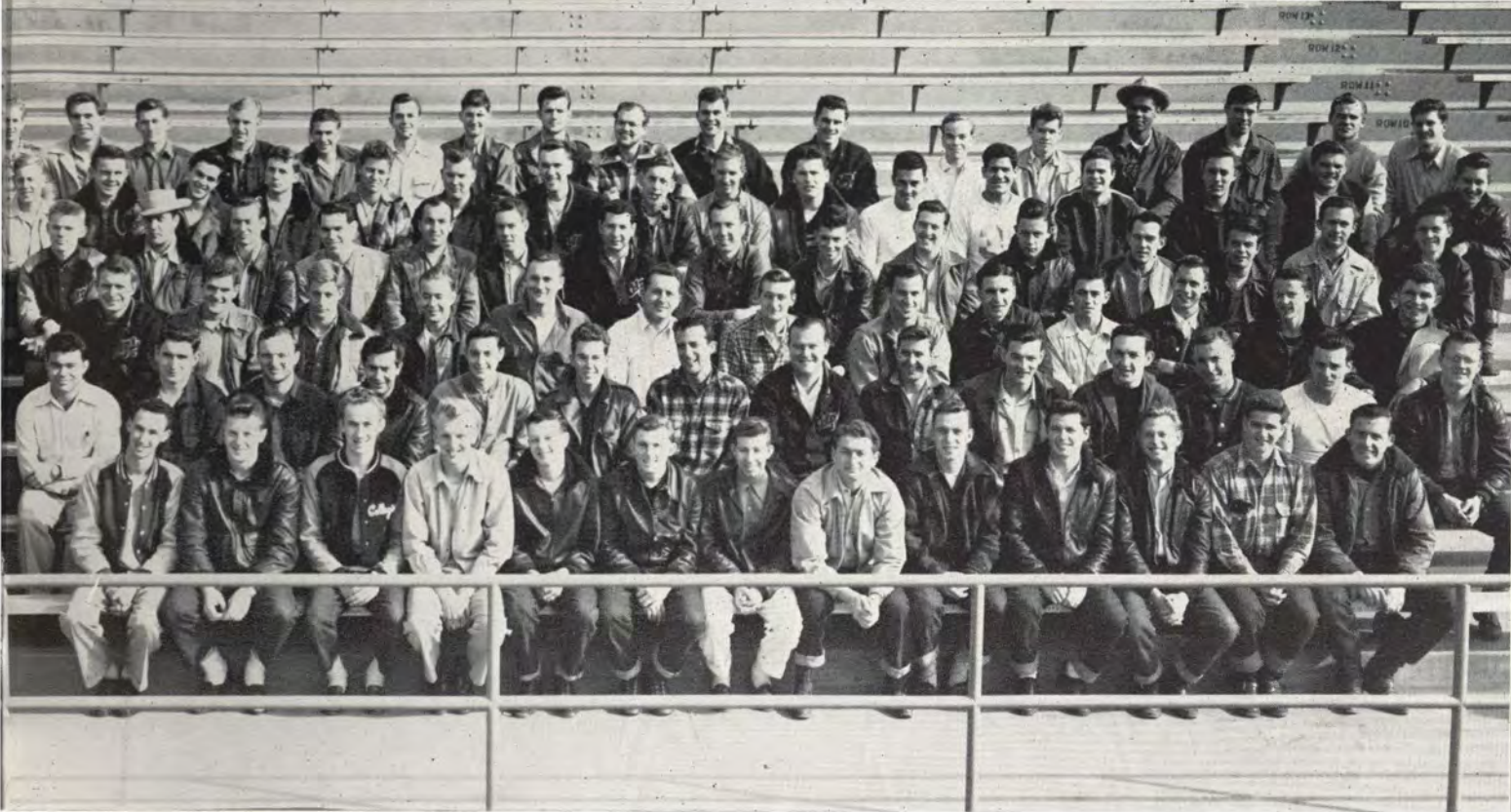
UGO LEA
SAC Representative



And More Frosh



After two tries the frosh sponsored rally fire finally blazed on schedule for alumni home-comers in October.



IT SEEMED AS THOUGH the frosh sponsored three bonfires last fall for the annual home-coming event. Scourged by local or campus fire-bugs twice before the scheduled fire-rally came off, the hard-working frosh gathered three times the needed inflammable material, and three times built a rally pyre.

The second collection of scrap lumber, old pasteboard, rotten tires, and limp rags burned to the ground because the campus fire wagon was unable to move. The third attempt was guarded with a 24-hour vigil on the part of the sleepless frosh, and the alumni had their blaze.

Sophomores

SHOWING EARLY STRENGTH, the class of '51 began the school year by almost pasting the frosh in their classic brawl. However, the sophs were the pasted ones and went down in defeat. Not letting defeat put them down and out, the sophs came back with the sponsorship of the Poly Royal carnival with all proceeds being donated to the student union fund.

Officers leading the sophomores through a successful year were Dave Strathearn, Gabe Patton, Jim Carroll, Len Swanson, and Bob Scott. Reynold Lonberg, truck crops instructor, was the group's faculty advisor.





DAVE STRATHEARN
Class President



JIM CARROLL
Secretary

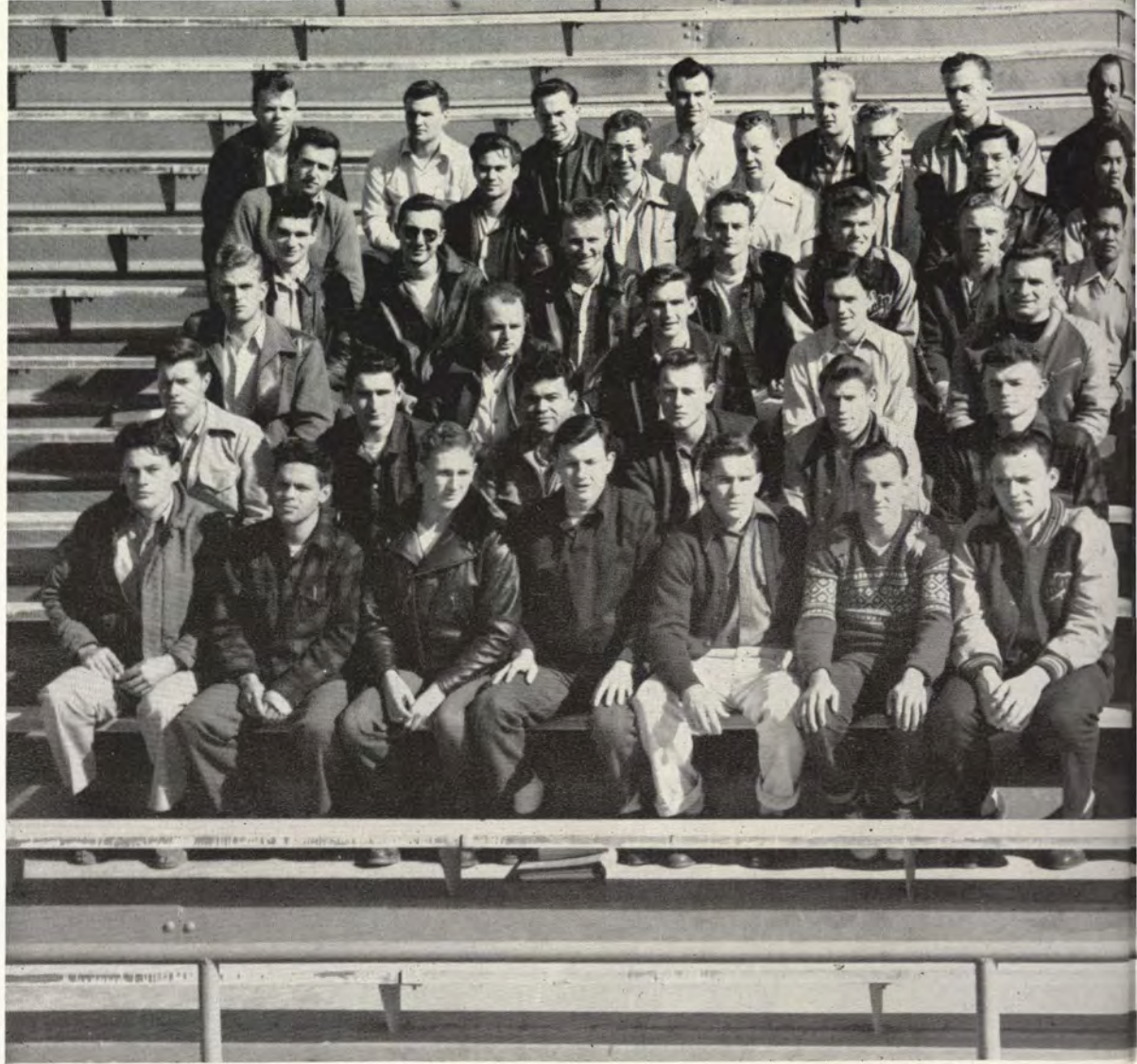


LEN SWANSON
Treasurer

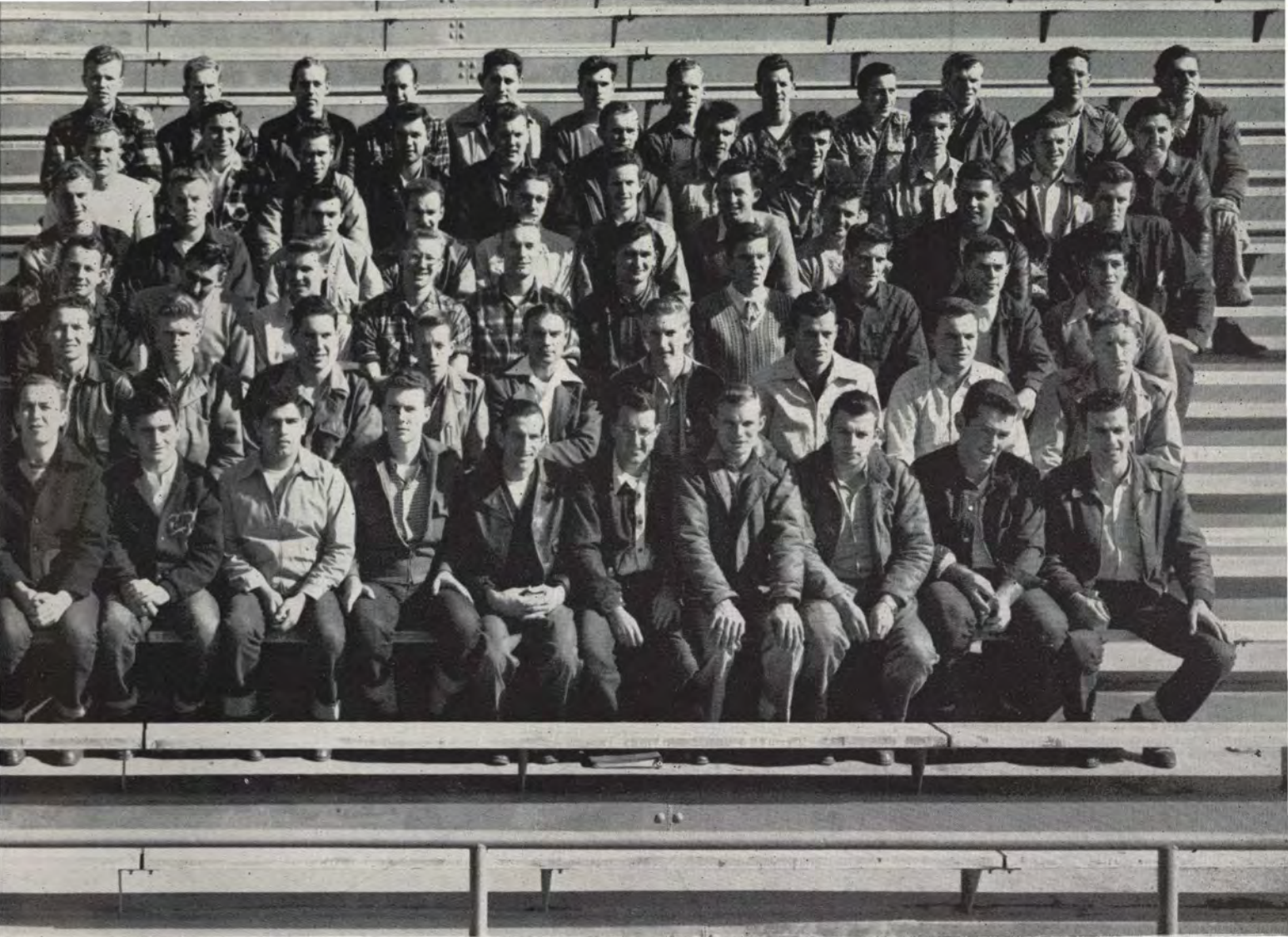


BOB SCOTT
SAC Representative





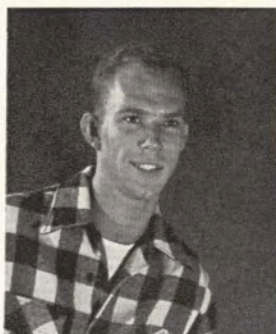
In an attempt to revive the days of King Arthur, Poly frosh and sophs mix in a modern version of round table sport. "Fair sir, do ye joust?" was changed to "Duck or get clubbed!"



THE FIRST post-war frosh-soph brawl, successfully sponsored by the junior class during the fall quarter, found a disillusioned sophomore class relinquishing its lead and finally losing out 75-60 to the frosh. To the victor belongs the spoils and the "spoils" in this case was the privilege of forever pocketing their dinks.

Stacking up an almost overpowering early lead, the sophs took four of the first five events and felt secure. Notwithstanding the heavy-sided score, the fiery frosh out-gunned the sophs in the final two events, the tire-pull, and the push-ball contest. By dint of luck, the frosh walked off with the two high scoring events and made it a freshman day.

Juniors



BILL HUME
Class President



RAY HOUSE
Vice-President



HAROLD GARFIELD
Sec.-Treasurer



ART GANDY
SAC Representative



MANY JUNIORS spent their time this year thinking of next year when they can claim to be campus wheels. The junior class did its biggest job officiating at the first annual frosh-soph brawl. Later in the year, the juniors made the first presentation of the perpetual plaque-trophy to the victorious frosh honoring the winner of the brawl.

Leading the class of '50, were Bill Hume, Ray House, Harold Garfield, and Art Gandy. Spelman Collins, head of the department of sheep husbandry, is the class faculty advisor.



Seniors

ONCE AGAIN the graduating class of California State Polytechnic is a record breaker. More than 250 seniors are receiving hard-earned "sheep-skins" and are leaving Poly's "halls of learning." Of this number, almost 200 are degree graduates, about 60 are three-year tech graduates, and ten men are receiving vocational certificates.

The class of '49 graduates from every major department and represents a complete cross-section of the Poly student body. Seniors were active in almost every campus organization and as a group sponsored the opening dance of the school year.

Ted Haskell, Dick Campbell, Wesley Goodhart, and Harry Mellon capably administered the business and finances of the class, while T. M. Rickansrud of the physical science staff acted as the class advisor.





TED HASKELL
Class President



DICK CAMPBELL
Vice-President



WESLEY GOODHART
Sec.-Treasurer



HARRY MELLON
SAC Representative



KAORU ABE
Truck Crops
Degree

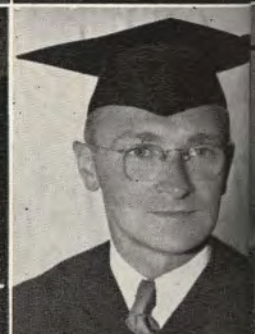
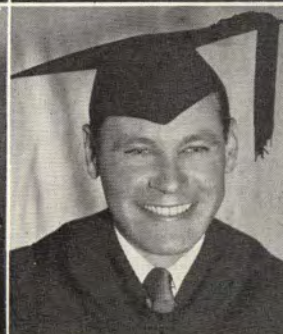
CHARLES ADAMS
Animal Husbandry
Degree

JAMES AKINS
Field Crops
Degree

THOMAS BANNING
Mechanical Engineering
Degree

VERNON BANTA
Air Conditioning
Degree

JOHN BARLOW
Animal Husbandry
Degree



EDWARD BOETTCHER
Agricultural Inspection
Degree

PAUL BUNDENSEN
Poultry Husbandry
Degree

EMMONS BLAKE

. . . is one of the few graduating printers. He has served as student director of publications and president of the Printers club. Emmons was also active on the SAC, and a member of the Press club and Inter-club Council. He hails from La Jolla and is a married man with two children.

CLIFFORD ANDERSON
Mechanical Engineering
Degree

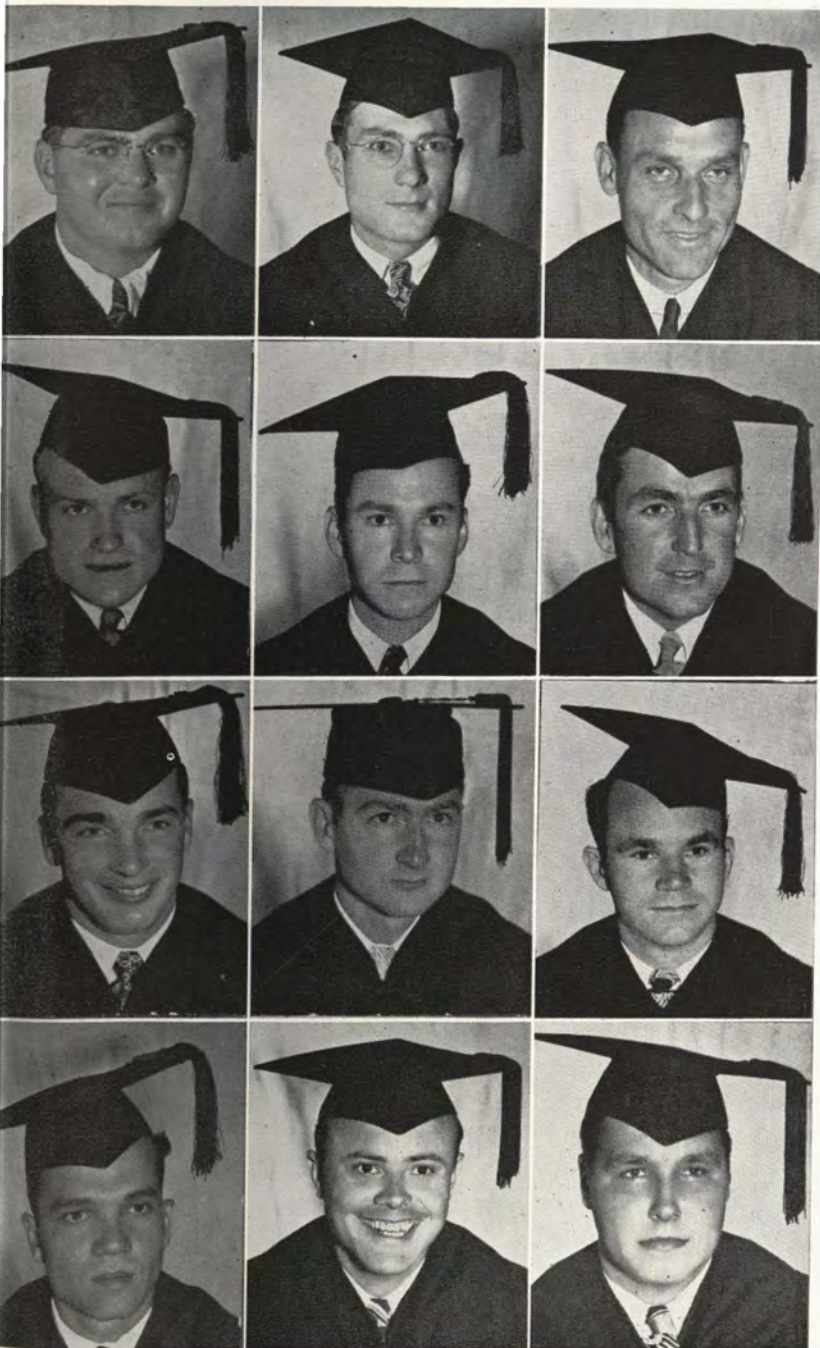
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Electronics Engineering
Degree

OSCAR ATCHISON
Field Crops
Degree

DONALD BERTSEN
Electronics Engineering
Degree

NOELAN BIBLER
Animal Husbandry
Degree

JACK BLAIR
Animal Husbandry
Degree



DONALD BOWER
Animal Husbandry
Degree

JOHN BRICE
Animal Husbandry
Degree

ROBERT BRIX
Aeronautical Engineering
Degree

ROGER BIRDSALL
Agricultural Inspection
Degree

DONALD CALDWELL
Air Conditioning
Degree

RICHARD CAMPBELL
Poultry Husbandry
Degree

VERNON CANDLER
Poultry Husbandry
Degree

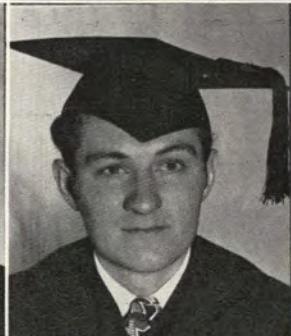
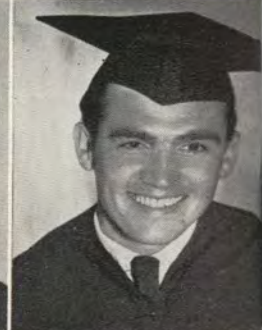
ROBERT CANNING
Mechanical Engineering
Degree

ROBERT CARMAN
Field Crops
Degree

MERVYN CHAMBERLAIN
Air Conditioning
Degree

ALBERT CHANEY
Dairy Husbandry
Degree

CLINTON CATES
Animal Husbandry
Degree



JOHN COLLETTE
Mechanical Engineering
Degree

JOHN COLOMBINI
Field Crops
Degree

THEODORE COPE
Poultry Husbandry
Degree

CLEMENT COX
Poultry Husbandry
Degree

JOHN COYLE
Aeronautical Engineering
Degree

JOHN CUMMINGS
Ornamental Horticulture
Degree

WILLIAM CARTER
Aeronautical Engineering
Degree

STANLEY CLAYTON
Agricultural Inspection
Degree



ART CRAM

... has been a day and night photography hound majoring in air conditioning. He was a staff photographer for both El Rodeo and El Mustang. He earned his living as a student instructor in machine shop and welding and as the assistant superintendent of Deuel dorm.



DONALD CORDIER
Air Conditioning
Degree

HOWARD CORY
Electrical Engineering
Degree

ROBERT COUCHMAN, JR.
Agricultural Engineering
Degree

THOMAS CUNNINGHAM
Poultry Husbandry
Degree

VINCENT de la TORRE
Agricultural Inspection
Degree

WILLIAM DITTMAN
Electrical Engineering
Degree

ALLEN DODGE
Agricultural Mechanics
Technical

GORDON FAWCETT
Air Conditioning
Degree

RAY HARWOOD

... helped stage this year's successful Poly Royal. He was the assistant general superintendent of the 17th annual celebration. Ray was also an active member of the AC club and presided as president in his junior year. He was also the Industrial representative on the SAC. Ray calls La Verne his home.



RUSSEL GATES
Social Science
Degree

ARTHUR GEORGE
Aeronautical Engineering
Degree

MYRON GLENN
Electrical Engineering
Degree

DAVID GRAVES
Ornamental Horticulture
Degree

DONALD GREEN
Agricultural Inspection
Degree

JOEL GREGOWSKI
Aeronautical Engineering
Degree

JOHN DYKMANS
Aeronautical Engineering
Degree

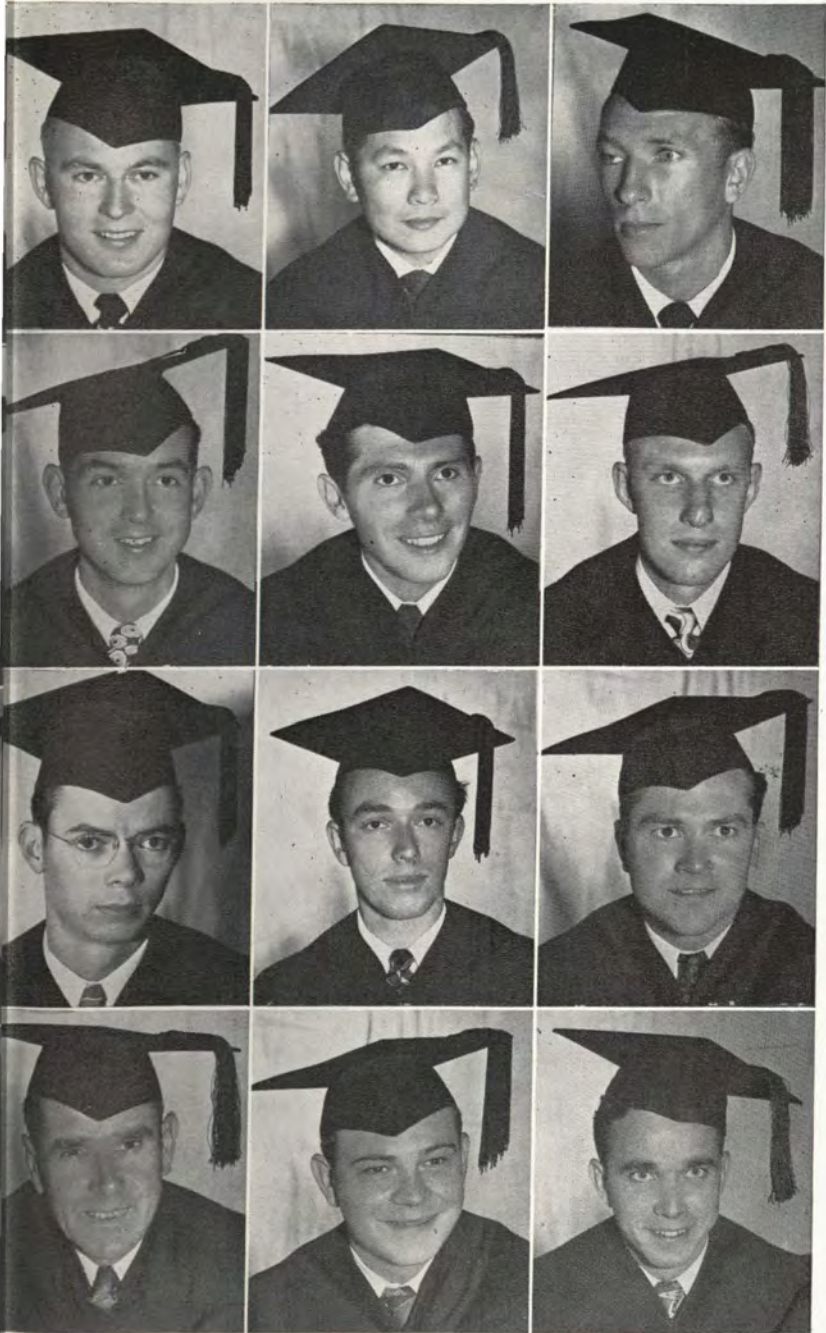
I. HARRY ENDO
Ornamental Horticulture
Degree

WILLIAM FALLS
Ornamental Horticulture
Degree

JACK FLEMING
Truck Crops
Degree

SIDNEY GALPER
Agricultural Inspection
Degree

JOHN GERRY
Fruit Crops
Degree



WESLEY GOODHART
Poultry Husbandry
Degree

IRWIN GROVE
Electrical Engineering
Degree

WILLIAM GRAHAM
Animal Husbandry
Degree

JAMES GRIFFIN
Ornamental Horticulture
Degree

WILLIAM GRIMM
Animal Husbandry
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JOHN HANDY
Air Conditioning
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DONALD HARDING
Field Crops
Degree

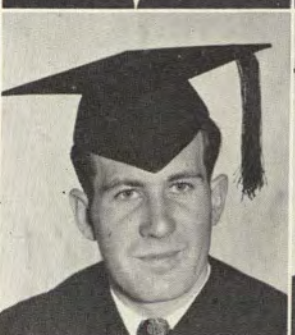
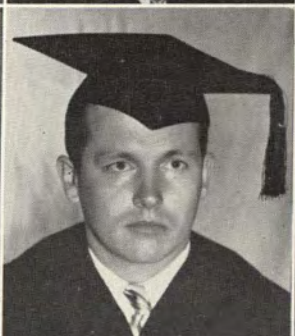
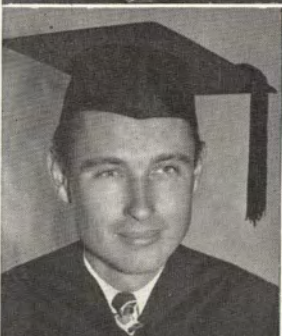
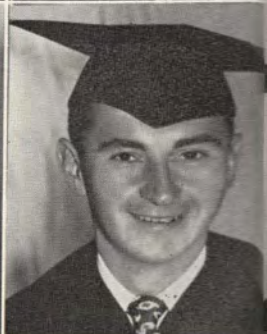
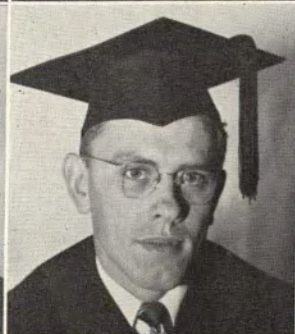
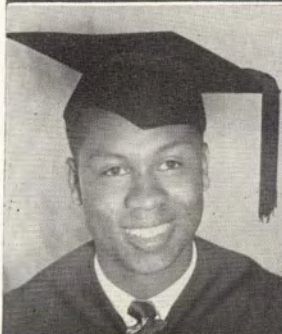
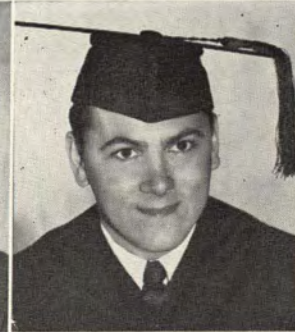
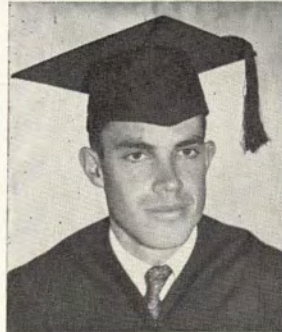
JOHN HARNAK
Mechanical Engineering
Degree

CHARLES HARRIS
Animal Husbandry
Degree

KENNETH HAWKINS
Ornamental Horticulture
Degree

FRED HAWLEY
Mechanical Engineering
Degree

JAMES HEISER
Aeronautical Engineering
Degree



JOHN HODGE
Agricultural Inspection
Degree

CHARLES HOFFMAN
Dairy Manufacturing
Degree

FRANK HOOPER
Agricultural Engineering
Degree

EMIL HURLIMAN
Air Conditioning
Degree

RONALD HUTCHINGS
Animal Husbandry
Degree

NOBORU ITO
Poultry Husbandry
Degree

RAYMOND HARWOOD
Air Conditioning
Degree

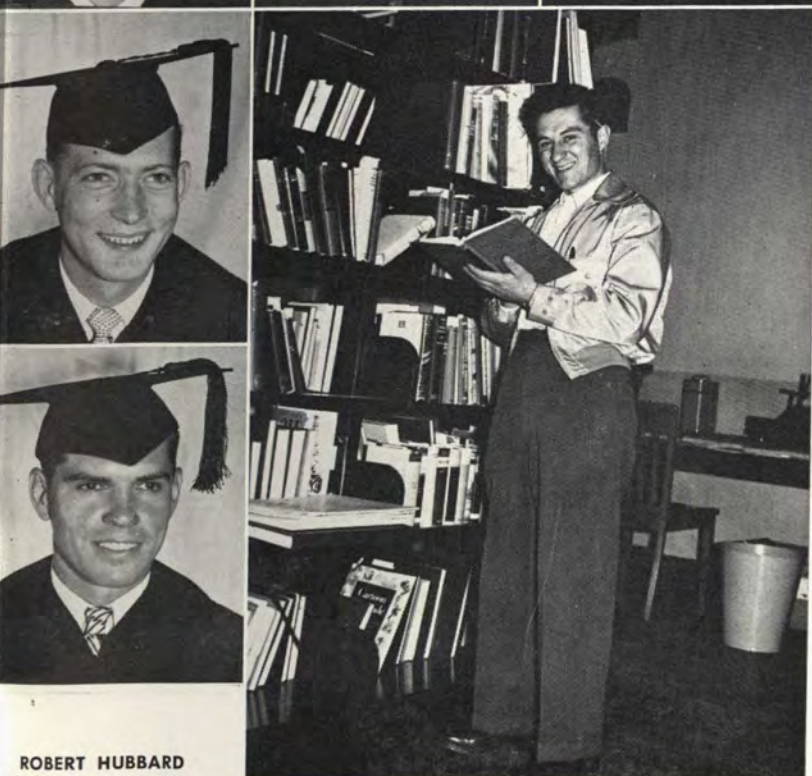
TED HASKELL
Animal Husbandry
Degree

EDMUND HASS
Animal Husbandry
Degree

LAWRENCE HERINGER
Animal Husbandry
Degree

OTIS HIGHFILL
Aeronautical Engineering
Degree

ROBERT HODEL
Electrical Engineering
Degree



ROBERT HUBBARD
Electronic Engineering
Degree

EDGAR JAY
Aeronautical Engineering
Degree

JOHN COLOMBINI

... is a Crops major who could very well be a good salesman. He has been a successful advertising salesman for publications and advertising manager for El Mustang during his years at Cal Poly. John was also an active member of the Crops club and the Press club. He maintained the lower units as dormitory superintendent.

EDGAR JENKINS
Electronic Engineering
Degree

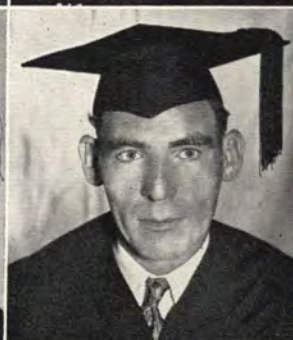
EVERETT JOHNSON
Agricultural Inspection
Degree

JOHN KEITH
Fruit Crops
Degree

EMILE LABADIE
Ornamental Horticulture
Degree

LACEY LAMBRETH
Animal Husbandry
Degree

BRUCE LANGFORD
Aeronautical Engineering
Degree



RICHARD LIVINGSTON
Animal Husbandry
Degree

JAMES MANKIN
Animal Husbandry
Degree

KEN TAYLOR

... could be referred to as the singing aero student. He was student manager of the Music department, a four-year member of the Glee club, and a member of quartets and the Majors and Minors. Ken was a former vice president of the Aero club and secretary of the Mustang Flying club. He calls San Luis Obispo his home.

ROBERT KENNEDY
Dairy Husbandry
Degree

WILLIAM KIRKPATRICK
Agricultural Engineering
Degree

ROBERT KRAATZ
Mechanical Engineering
Degree

HYRUM LARSEN
Electronic Engineering
Degree

DONALD LAWRENCE
Air Conditioning
Degree

FLOYD LIESER
Truck Crops
Degree



BEACH LYON, JR.
Air Conditioning
Degree

KENNETH LUCAS
Electrical Engineering
Degree

JOHN LLOYD
Fruit Crops
Degree

LEON McADAMS
Electrical Engineering
Degree

CLIFFORD MARCUS
Agricultural Inspection
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JOSEPH MAPES
Agricultural Inspection
Degree

ALBERT McDERMID
Electrical Engineering
Degree

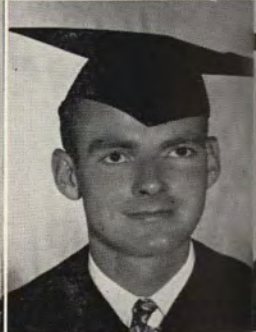
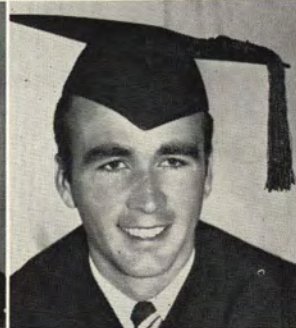
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Agricultural Inspection
Degree

EDWARD McEVOY
Ornamental Horticulture
Degree

JACK McPHAIL
Electrical Engineering
Degree

HARRY MELLON
Dairy Manufacturing
Degree

KENNETH MIKESELL
Mechanical Engineering
Degree



JOHN A. MILLER
Air Conditioning
Degree

JOHN E. MILLER
Animal Husbandry
Degree

WALTER MILLS
Electronic Engineering
Degree

CHARLES MORRIS
Animal Husbandry
Degree

JACK MURRAY
Electronic Engineering
Degree

ANDREW NAIRNE
Animal Husbandry
Degree

EDWARD McLAUGHLIN
Dairy Husbandry
Degree

EVERETT MILLER
Air Conditioning
Degree



KEN LUCAS

... was the 1948-49 student body vice president and a past student body secretary. He also served as vice president of the Poly Phase club and secretary of the Christian Fellowship group. Ken was a member of the Glee club and Alpha Phi Omega. He also served as assistant manager of the 16th Poly Royal. Ken is from Santa Cruz.



JAMES MITCHELL
Animal Husbandry
Degree

HILARY MOORE
Poultry Husbandry
Degree

JOHN MORELL
Aeronautical Engineering
Degree

JAMES NEIL
Ornamental Horticulture
Degree

GEORGE NIELSEN
Animal Husbandry
Degree

DANIEL NOORLANDER
Dairy Husbandry
Degree

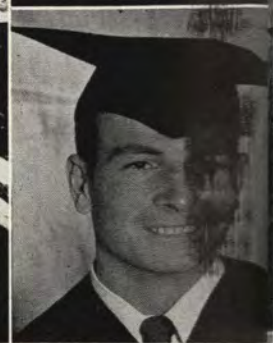
BILL REDDICK

...has been an active member of the Agricultural Engineering club and president for two years. Bill was a former editor of El Mustang and vice president of the freshmen class in 1941. He was also a member of the Inter-club Council and the SAC. Bill, who is married and has a family, is assisted by a son with kitchen chores.



JACK O'CONNELL
Aeronautical Engineering
Degree

HERBERT PEMBROKE
Animal Husbandry
Degree



ROBERT POWELL
Air Conditioning
Degree

JOHN QUIRINO
Aeronautical Engineering
Degree

HOWARD REDMOND
Air Conditioning
Degree

ROBERT RIVERS
Dairy Husbandry
Degree

ROBERT RONEY
Aeronautical Engineering
Degree

DAVID ROSE
Fruit Crops
Degree

ROBERT O'HARA
Mechanical Engineering
Degree

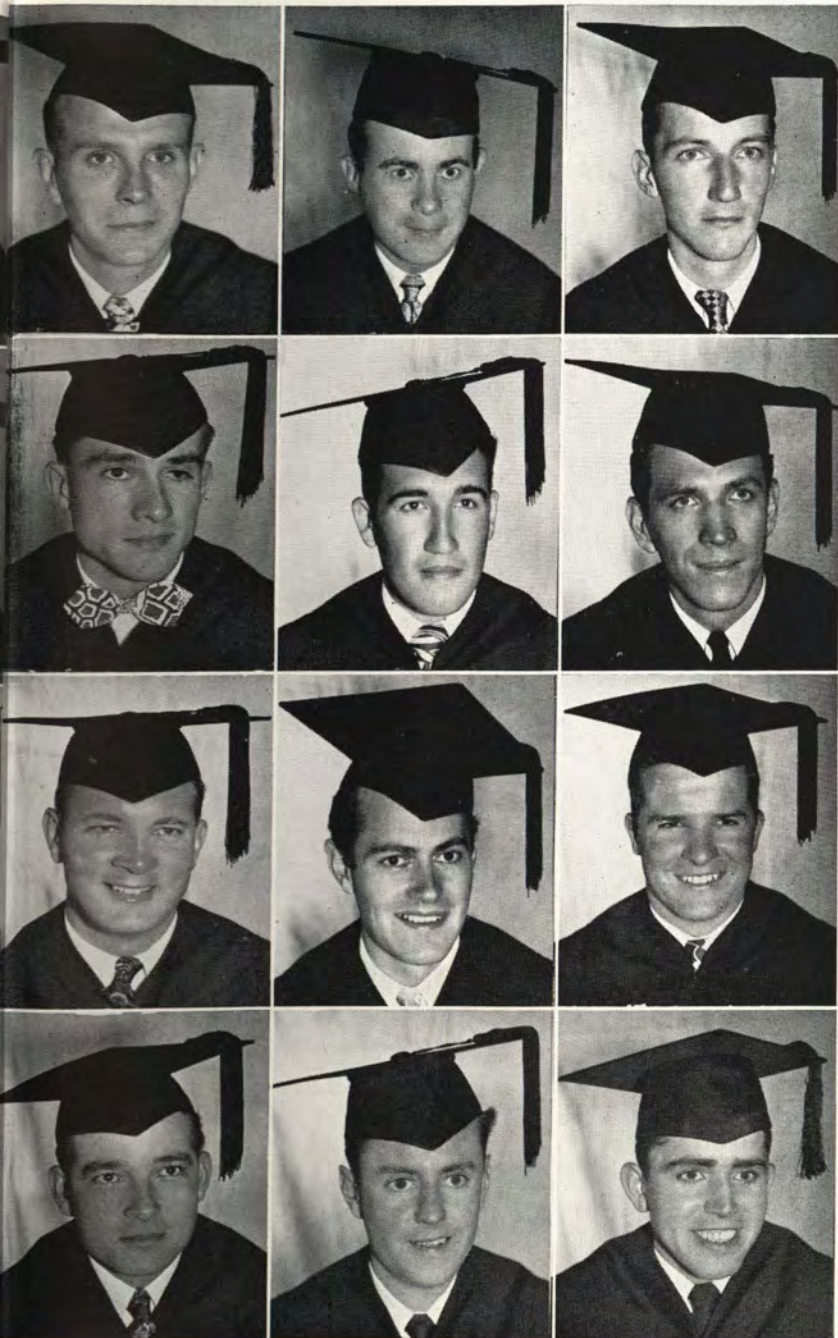
HOBART ONSTATT
Agricultural Inspection
Degree

JOHN PATTERSON
Animal Husbandry
Degree

GARY PETERSEN
Poultry Husbandry
Degree

GENE PIMENTEL
Dairy Husbandry
Degree

ELDON PRICE
Aeronautical Engineering
Degree



LOYD REED
Animal Husbandry
Degree

THOMAS REID
Fruit Crops
Degree

ROGER RIGHETTI
Dairy Husbandry
Degree

ROBERT ROUND
Animal Husbandry
Degree

JAMES RUDDEN
Electrical Engineering
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DARREL RUMLEY
Aeronautical Engineering
Degree

GEORGE SAMPSON
Electronic Engineering
Degree

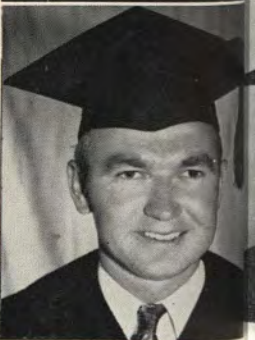
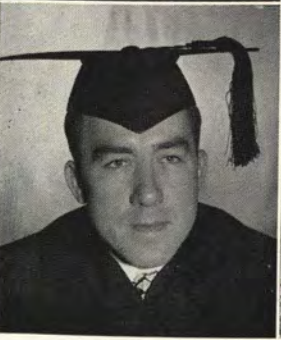
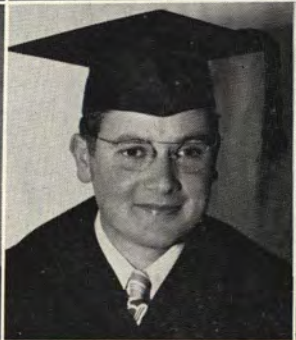
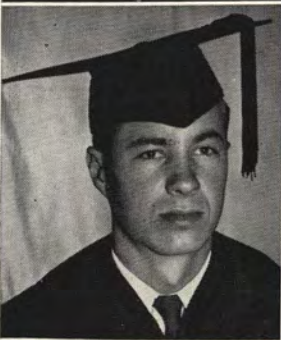
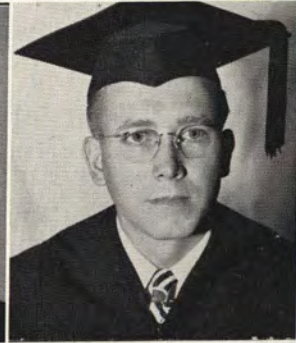
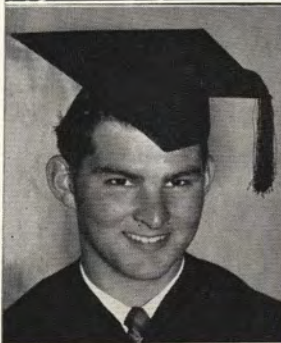
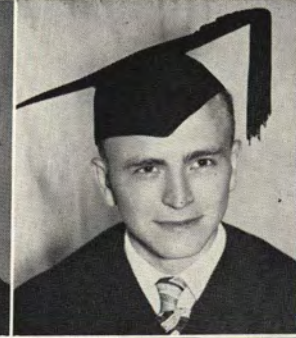
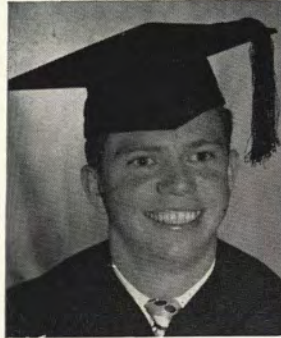
ROBERT SAUNDERS
Printing
Degree

JOHN SCHAUB
Field Crops
Degree

THOMAS SNEAD
Animal Husbandry
Degree

JOSEPH SONDENO
Electrical Engineering
Degree

JAMES SOUTHWICK
Agricultural Inspection
Degree



MATHEW TENISON
Field Crops
Degree

JAY TUCKER
Poultry Husbandry
Degree

RALPH TUGGLE
Dairy Manufacturing
Degree

MARION VANDERPOOL
Agricultural Inspection
Degree

JOHN VAN DYKE
Air Conditioning
Degree

JOHN WALKER
Aeronautical Engineering
Degree

NATHAN SCHUSTER
Poultry Husbandry
Degree

EARL SEELY
Aeronautical Engineering
Degree

LAWRENCE SMITH
Animal Husbandry
Degree

JACK SPAULDING
Mechanical Engineering
Degree

WILLIS STALFORD
Electronic Engineering
Degree

KENNETH TAYLOR
Aeronautical Engineering
Degree



ENRIQUE VALCARCE
Air Conditioning
Degree

FRED WATERMAN
Aeronautical Engineering
Degree

JOHN PATTERSON

. . . has been an outstanding publications man during his Poly career. An animal husbandry student, John was a member of the Boots and Spurs club and the Young Farmers. He served as El Mustang editor, student director of publications, president of the Press club and student publicity director of the 16th Poly Royal.

KEITH WATTS
Mechanical Engineering
Degree

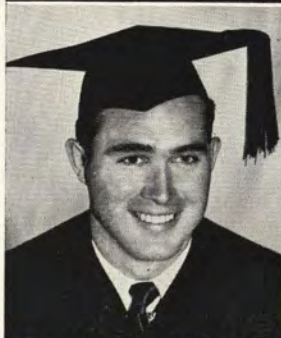
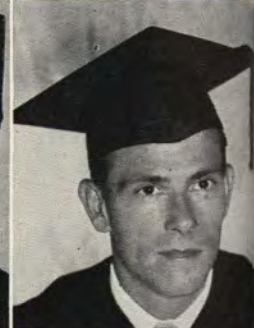
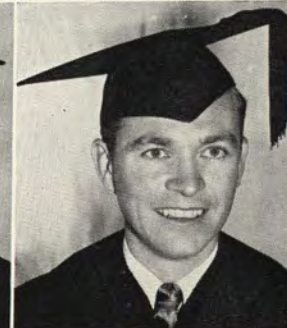
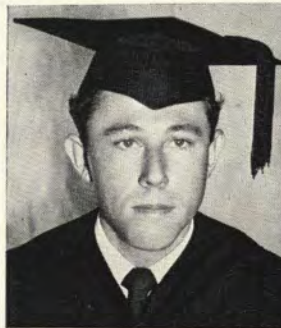
TED WEBER
Poultry Husbandry
Degree

PAUL WELLER
Mechanical Engineering
Degree

ERNEST WHITESELL
Electrical Engineering
Degree

J. W. WILLIAMS
Agricultural Inspection
Degree

NORMAN WILLIAMS
Electronic Engineering
Degree



GERALD WOOD
Mechanical Engineering
Degree

ARTHUR ABBOTT
Animal Husbandry
Technical

FRED WATERMAN

...has been another musically minded aero student. He was student director of the band and manager of the Collegians and also a member of the music control board and Glee club. "Bucket" was a four-year member of the Aero club and secretary of the 17th annual Poly Royal board. He hails from Daly City.

LAURENCE WELLS
Aeronautical Engineering
Degree

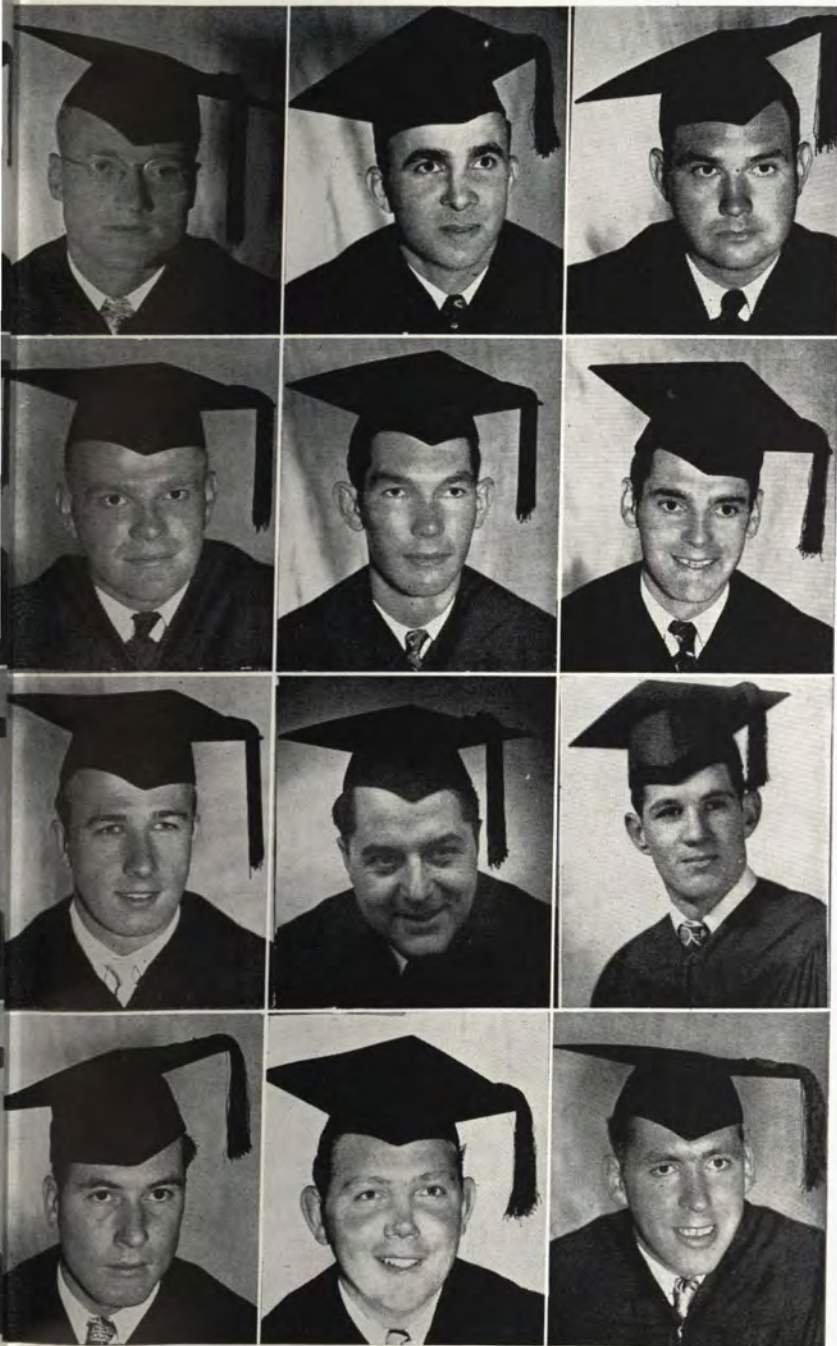
C. BLICK WELLS
Aeronautical Engineering
Degree

MERRILL WHITE
Fruit Crops
Degree

CLINTON WITMER
Mechanical Engineering
Degree

WESLEY WITTEN
Aeronautical Engineering
Degree

CRISPIN WOOD
Social Science
Degree



BILLY WOODWARD
Animal Husbandry
Degree

MAX DECKER
Electrical Engineering
Degree

CARLOS TASSEY
Animal Husbandry
Degree

RUSH ALEXANDER
Animal Husbandry
Technical

CHARLES ALLEN
Air Conditioning
Technical

DEANE ANDERSON
Animal Husbandry
Technical

STANLEY BARRASS
Electrical Industries
Technical

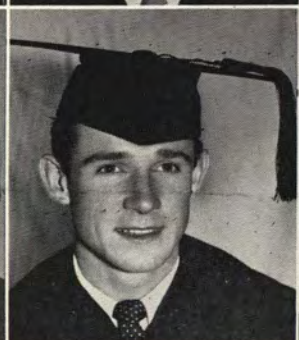
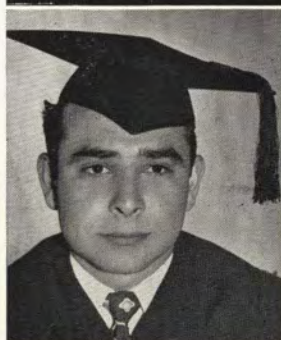
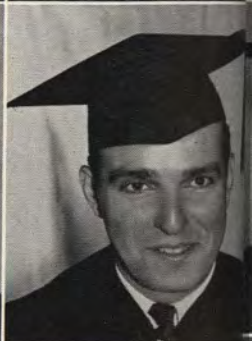
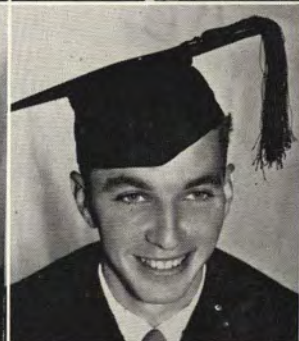
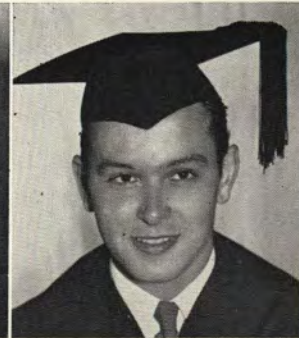
BRYSON BEESLEY
Poultry Husbandry
Technical

ROBERT BENNETT
Air Conditioning
Technical

ARTHUR BLAUERT
Poultry Husbandry
Technical

HOWARD BRACKER
Truck Crops
Technical

ROBERT BROTHERS
Animal Husbandry
Technical



FELIX CHAIDES
Electrical Industries
Technical

ROBERT CHANCE
Animal Husbandry
Technical

HERBERT CHADWELL
Animal Husbandry
Technical

WESLEY DAVIES
Animal Husbandry
Technical

ARTHUR DUSENBERRY
Architecture
Technical

JOHN CRIE
Aeronautics
Technical

TOROS BIDINIAN
Electrical Industries
Technical

EARLE CAMPBELL
Animal Husbandry
Technical



RUSS BARR and GENE WEISENBERG

... have been inseparable since their high school days. Both are from Alhambra, served in the navy together, were roommates at Poly, both majored in AC, and both worked for Noggles. Russ was active in boxing where he lettered twice, was a runnerup in 2C2A boxing competition twice and was a student boxing coach. He was also Block P president and a member of the Athletic Control Board. Gene was an active member of the AC club and Alpha Phi Omega. He was also the sanitary engineer (janitor) of Deuel dorm and was the soup chef in cafeteria No. 1.



CHARLES CHAPMAN
Animal Husbandry
Technical

LOUIS CHEDA
Air Conditioning
Technical

FREDERICK CRAM
Air Conditioning
Technical

RICHARD EHRLICH
Air Conditioning
Technical

RICHARD ELKE
Animal Husbandry
Technical

WILLIAM ETZOLD
Mechanical Industries
Technical

JOHN FOOTE
Electronics and Radio
Technical

FRANKLIN GIBSON
Animal Husbandry
Technical

MERVYN CHAMBERLAIN

...served as business manager for El Mustang, Goal Post, Frosh Handbook, El Rodeo, and the Mustang Roundup. Merv also was a member of the Publications Board for two years. He majored in AC and helped in preparing Norman Sharpe's refrigeration text. He was another student who entered matrimonial bliss while a student at Poly.



RAYMOND HAMPEE
Animal Husbandry
Technical

LLOYD HANSEN
Electronics and Radio
Technical

MAURICE HOLLY
Air Conditioning
Technical

EARL JAM
Air Conditioning
Technical

JACK JAMES
Animal Husbandry
Technical

ROBERT KING
Air Conditioning
Technical

ROBERT FRANDSEN
Air Condiitoning
Technical

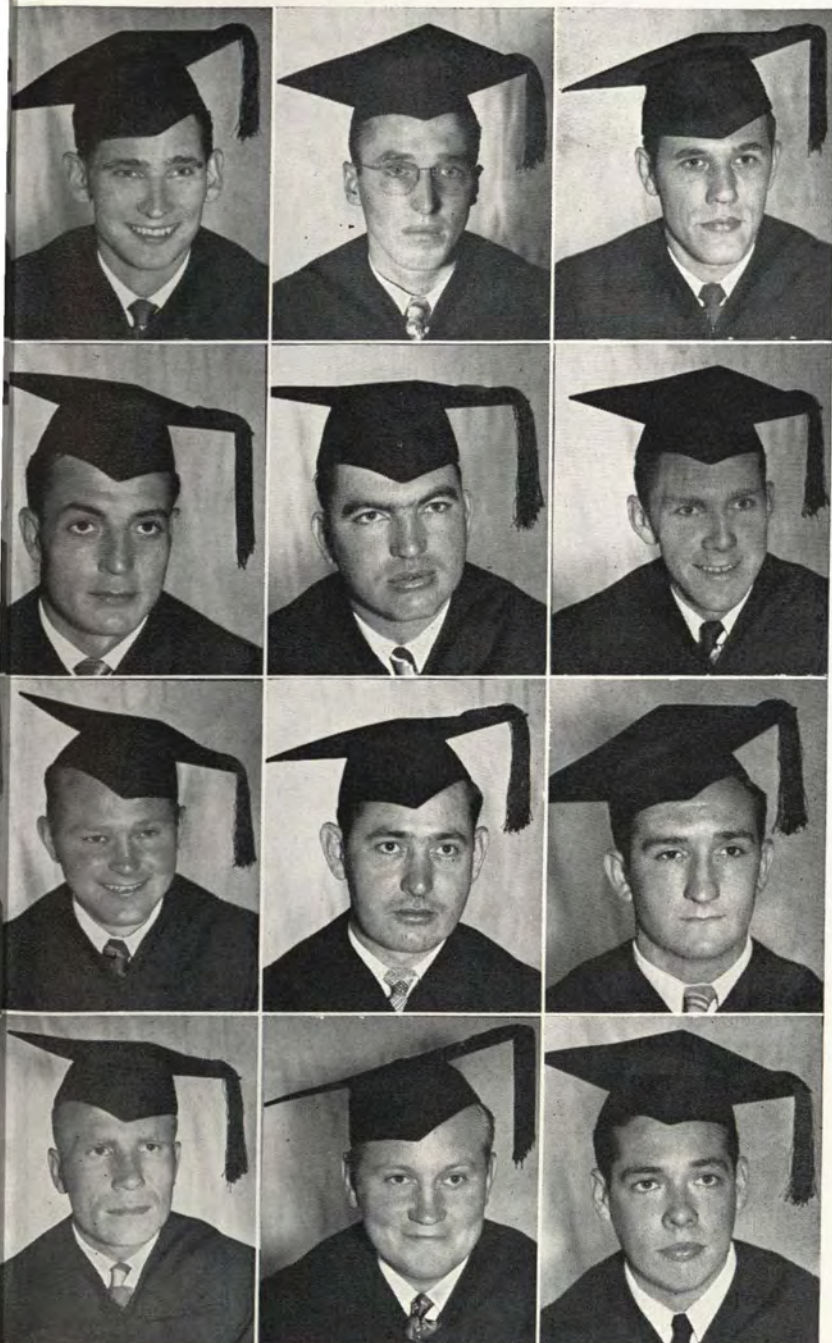
DAVID GATES
Fruit Crops
Technical

CHARLES GEELHOED
Electrical Industries
Technical

DALE GILL
Electronics and Radio
Technical

HARRY GRAHAM
Mechanical Industries
Technical

HAROLD GRIFFIN
Air Conditioning
Technical



GEORGE HOVLEY
Poultry Husbandry
Technical

RALPH HUEBNER
Electrical Industries
Technical

JOHN INGRAM
Poultry Husbandry
Technical

FRED LAMPRECHT
Animal Husbandry
Technical

JAMES LARSEN
Poultry Husbandry
Technical

FRED McCREARY
Poultry Husbandry
Technical

ROBERT McINTYRE
Air Conditioning
Technical

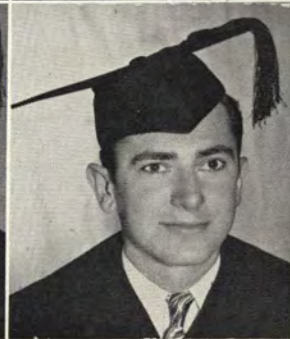
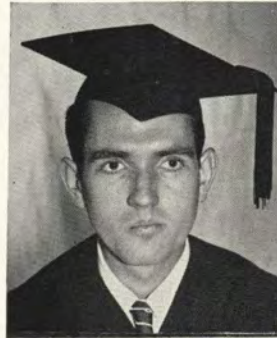
W. E. MIDDLETON
Ornamental Horticulture
Technical

LELAND MILLER
Air Conditioning
Technical

ROBERT PALMER
Electronics and Radio
Technical

HERBERT PEDRANTI
Electrical Industries
Technical

ROBERT PIEDMONTE
Electronics and Radio
Technical



THOMAS SAWYER
Dairy Husbandry
Technical

NEIL THOMPSON
Electrical Industries
Technical

WENDELL THOMSON
Air Conditioning
Technical

PAUL TRITENBACH
Ornamental Horticulture
Technical

RODOLFO VARELA
Field Crops
Technical

FRED WARDROBE
Dairy Husbandry
Technical

ROBERT NEWELL
Electronics and Radio
Technical

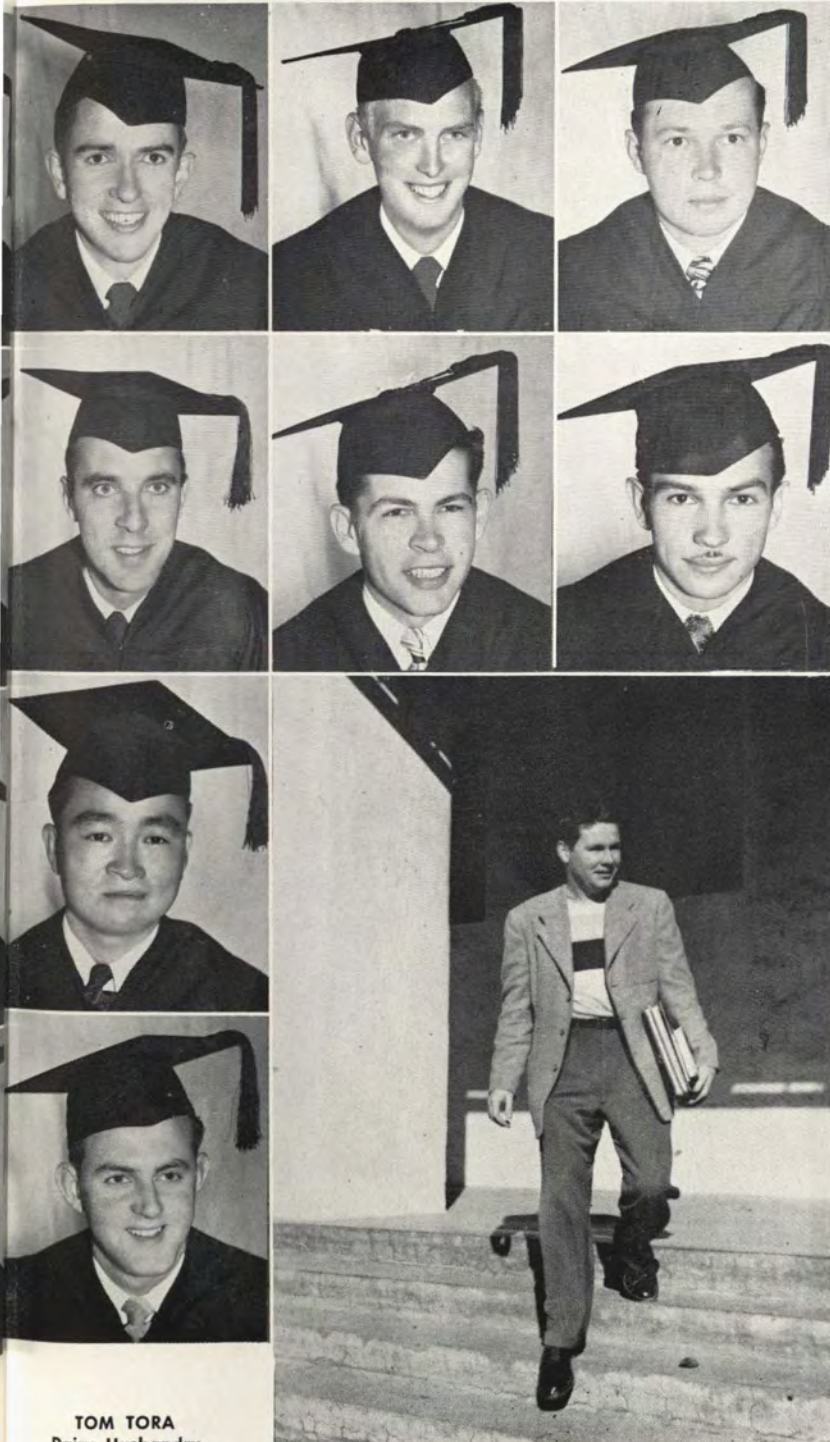
P. H. NIELSEN
Agricultural Mechanics
Technical

ANDREW NORTON
Animal Husbandry
Technical

CHARLES PLUMMER
Mechanical Industries
Technical

JOHN RHOADS
Air Conditioning
Technical

DELFINO SARINA
Electrical Industries
Technical



TOM TORA
Dairy Husbandry
Technical

EUGENE WEISENBERG
Air Conditioning
Technical

JACK SPAULDING

... was one of Poly's outstanding yell leaders. He spent two years leading yells while at Poly — and found time to be an active member of the ME club, S.A.E., Alpha Phi Sigma and the Rally Committee. He also worked on publications in '46. Jack was another married student.

ROBERT WEISHAR
Electrical Industries
Technical

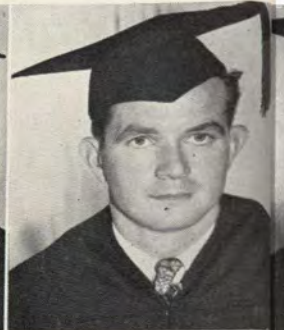
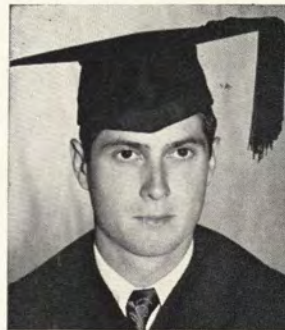
JACK WESLING
Air Conditioning
Technical

ROBERT WHITNEY
Mechanical Industries
Technical

JOHN WRIGHT
Electronics and Radio
Technical

THOMAS YOUNG
Dairy Husbandry
Technical

ROSS BOND
Truck Crops
Vocational



ARTHUR VAN ETEN
Poultry Husbandry
Vocational

WILLIAM EMERY
Animal Husbandry
Degree

LARRY WELLS

... was an Aero student who took on the tremendous job of directing the 17th annual Poly Royal. Larry was also the Poly Royal industrial division head in 1948. He lettered in football in 1942 and was an active member of the Mustang Flying club and the S.A.E.

EDWARD WHITNEY
Mechanical Engineering
Technical

RUSS BARR
Air Conditioning
Technical

GARETH HOSMER
Air Conditioning
Degree

BRYON HARTMAN
Crop Production
Vocational

EMMONS BLAKE
Printing
Degree

FRANK JARACZ
Agricultural Inspection
Degree



ROBERT SCAMARA
Aeronautics
Degree

WALTER SCHULSTROM
Animal Husbandry
Vocational

ALLAN DODGE
Agricultural Mechanics
Technical

ROBERT FORREST
Electrical Engineering
Technical

GEORGE FUJIMOTO
Poultry Husbandry
Degree

**GRADUATES WITHOUT
PICTURES:**

Degree

- ANTHONY AMATO
- RICHARD ARNOLD
- ALBERT AUF DER HEIDE
- WILLIAM BLOCKLEY
- THOMAS BOLES
- RAYMOND BORCHARD
- JACK CHARLTON
- BOYD CHEE
- ARGYLE CROSS
- DONALD DAY
- JAMES DIXON
- ROBERT FERGUSON
- ALAN FISCHER
- MAX HENDERSON
- CHARLES HUTCHERSON
- WILFRED McKENDRY
- LEE McHENRY
- DUNCAN McLEAN
- CLARK PERRIN
- HERBERT WINN
- EDGAR YOUNG

Technical

- J. ARNOLD BARKES
- VICTOR BERTOLINI
- DUDLEY CLARK
- DONALD FIESTER
- GEORGE GOLDWASSER
- KENYON LARKIN
- SALVATORA MARROCCO
- JAMES MUNSON
- ROBERT STRATHEARN
- ROBERT SAGASER



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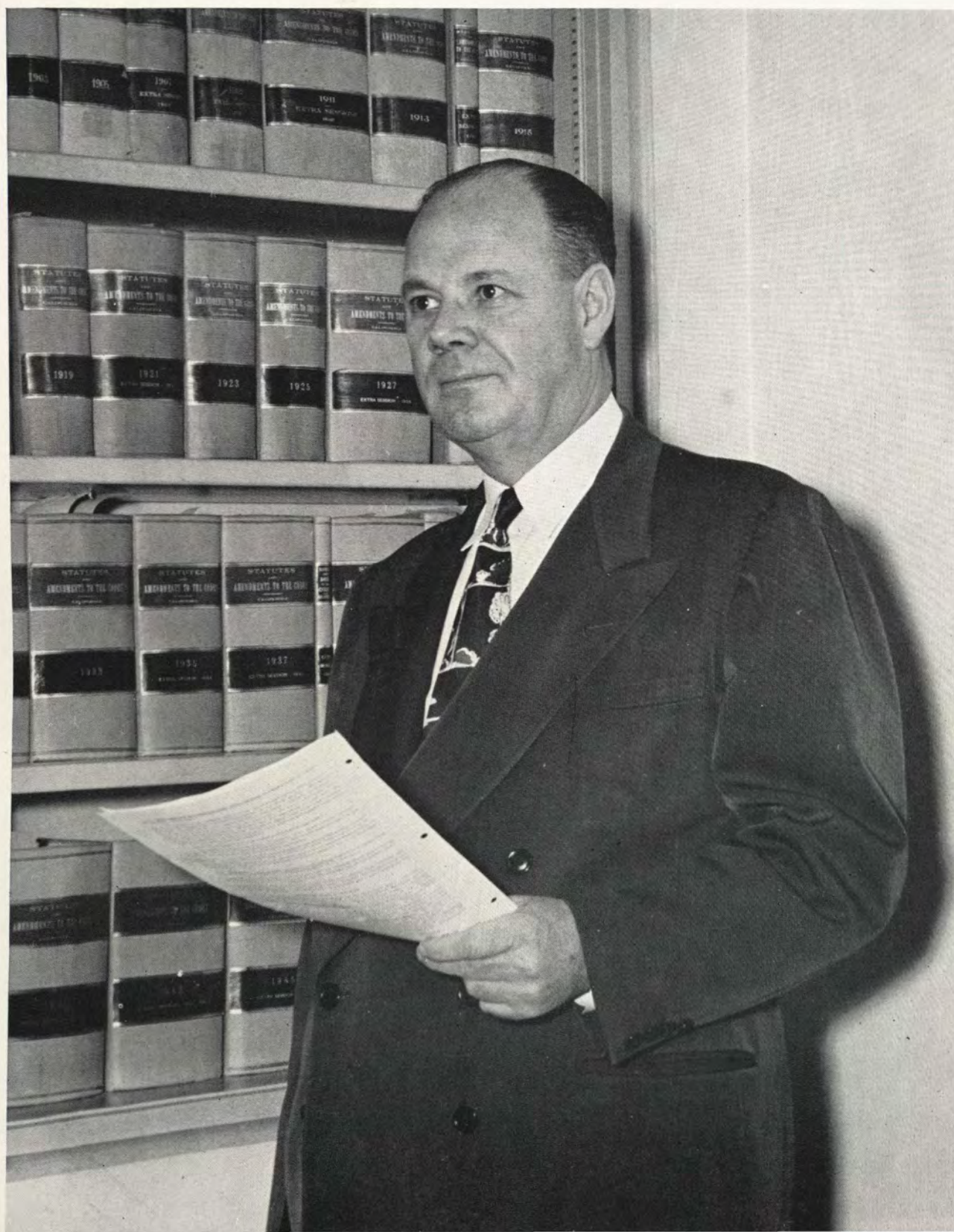
ministration

The Chief

A FEW YEARS AGO when Julian A. McPhee was the holder of several jobs — any of them a full-time responsibility for an ordinary man — he foresaw a time in the future when he would have to make a decision. His statement then, proved by the decision he made, was that he would prefer above all to remain as president of California State Polytechnic College. He saw then in the administration of this unique and practical college a challenge beyond any other in his wide sphere of operations. So it happened that on January 1, 1949, President McPhee shed the other vocational educational responsibility he had carried for nearly 30 years in one form or another, and became full-time president of Cal Poly.

However, lest anyone imagine that this was in any sense retiring to an ivory tower, President McPhee immediately launched vigorous plans for the expansion of the college facilities, campaigned for the legislative support of the building and operational program, addressed many educational and civic groups, and in short concentrated his enormous energy and capacity for new ideas on our San Luis Obispo and San Dimas campuses. We of Cal Poly must be aware that the loss of Mr. McPhee to other programs in which he was engaged has, indeed, been our gain.





Administrators



CHESTER O. McCORKLE
Dean of Instruction and
Assistant to the President

ADMINISTRATIVE operation of the college — housing, student activities, guidance, course scheduling, placement and a host of other important functions — rests in the hands of a staff which works closely with students and instructors. Knotty problems arising from increased enrollment — highest in the college's history — have been ably dealt with by these administrative heads.

DONALD NELSON
Business Manager

C. PAUL WINNER
Dean of Admissions, Guidance,
and Placement

VERNON H. MEACHAM
Dean of Student Welfare

LEO PHILBIN
Registrar





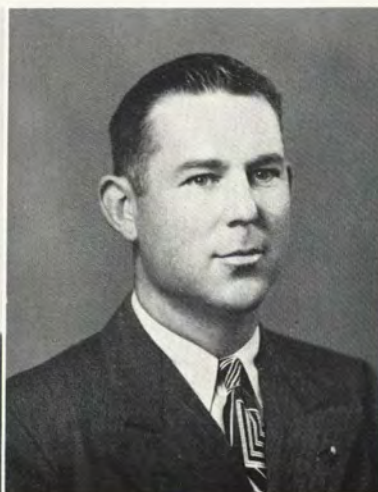
Members of the Instructional Council, one of the most important committees of the college, make important decisions on curriculum changes and course additions. Seated around the table, left to right, are Vernon Meacham, dean of student welfare; C. Paul Winner, dean of admissions, guidance and placement; David Cook, secretary of the council; C. O. McCorkle, dean of instruction and chairman of the council; Vard Shepard, dean of the agricultural division; C. E. Knott, dean of the industrial and engineering division; and Dr. Hubert Semans, dean of the science and humanities division.

JOHN JONES
Placement Secretary

HENRY HOUSE
Coordinator of Student Activities

WILLIAM TROUTNER
Supervisor of Resident Students

J. C. DEUEL
Housing



Agricultural



VARD M. SHEPARD
Dean of the Agricultural Division

George McNeeley, instructor, lines up a pair of Duroc gilts for judging while students compare the porkers' respective merits.



Division

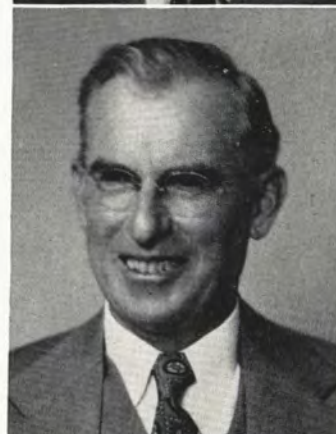
THE FARMER of the future must know the technical skills and techniques of our ever expanding diversified agriculture, as well as the theories which govern these processes. He must understand and master operational and managerial skills involving sound economic business principles, together with related social sciences which will enable him to become a better and more useful citizen.

Able taught and well oriented, the Poly graduate in agriculture has a complete background for his life's work as a result of the instruction he has received during his time here.

GEORGE DRUMM
Dairy



PAUL DOUGHERTY
Crops



JAMES MERSON
Agricultural Engineering



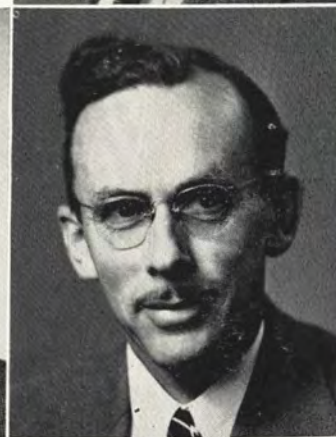
RICHARD LEACH
Poultry



LYMAN BENNION
Animal Industries



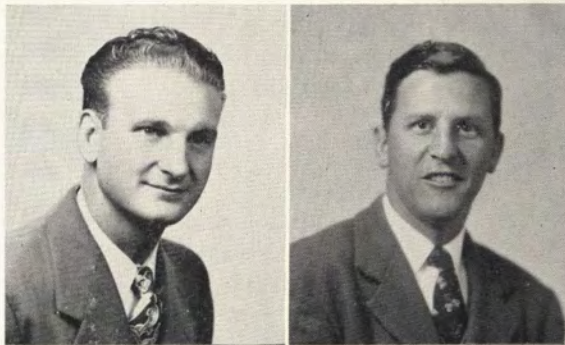
WILBUR HOWES
Ornamental Horticulture



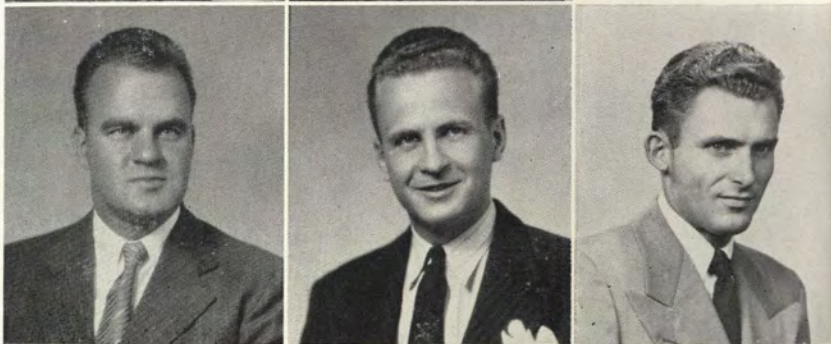
SPELMAN COLLINS
Sheep Husbandry

Faculty

ROSCOE BALCH
Veterinary Science
EMMETT BLOOM
Animal Husbandry

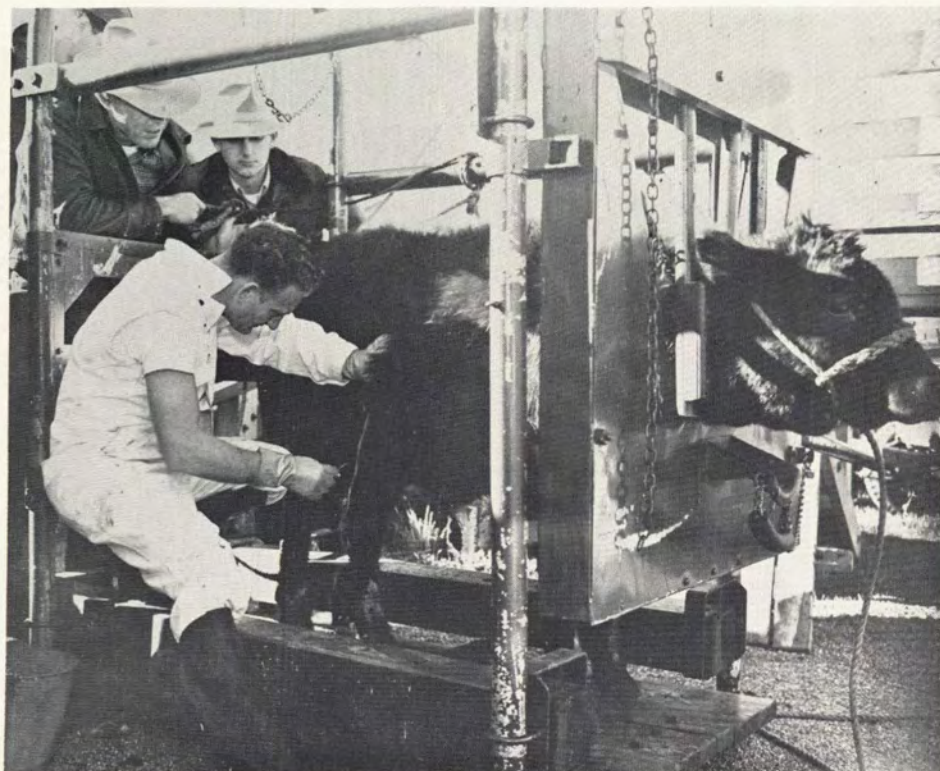


HOWARD BROWN
Ornamental
Horticulture
KENNETH BOYLE
Dairy Manufacturing
BENTON CALDWELL
Poultry



THOMAS CAMPBELL
Agricultural
Engineering
LOGAN CARTER
Soil Science
HENRY CLAY
Agricultural
Engineering





While future farmers see how it's done, Dr. Roscoe Balch makes an incision to drain a pus pocket on a young short horn steer.



JOHN DUNN
Agricultural Engineering

STANTON GRAY
Crops



ELMER HANSEN
Dairy

RALPH HOOVER
Horseshoeing

LYLE HOYT
Animal Husbandry

ROLLIN LANDER
Swine Husbandry

REYNOLD LONBERG
Crops

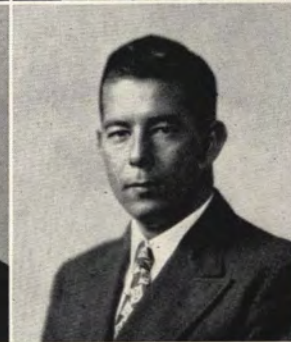
M. RAY PARSONS
Agricultural Engineering

CLIVE REMUND
Agricultural Engineering

LEO SANKOFF
Poultry



DEAN LINDLEY
Veterinary Science





RALPH VORHIES
Crops



KENNETH WADE
Soils and Crops



Dr. Dean Lindley, college veterinarian,
prepares a hypodermic syringe of hog
cholera vaccine.

Engineering and



C. E. KNOTT
Dean of the Engineering and Industrial Division

TAKING PART in an extensive re-organization and re-building program of the entire Poly industrial division lab facilities, the 1200 Poly engineers of today already have gained much needed experience in installation of equipment used in their professions. Engineering students in the past year have re-equipped or built from scratch a hydraulics lab, the welding shop, a strength of materials lab, the electrical engineering lab, a machine shop, an aero construction lab, numerous electronics installations, enlargements to the power plant, and other similar projects.

Combining this practical training with sound background in theory, the Poly engineer begins his life's work with a head start.



Designers of tomorrow have a problem solved by Ralph Priestley, Architectural Engineering department head. The intricacies of house planning, structure, and materials are ably met through close supervision and actual practice.

Industrial Division

E. C. GLOVER
Electrical Engineering

LESTER GUSTAFSON
Aeronautical Engineering



NORMAN SHARPE
Air Conditioning and Refrigeration
Engineering

CLARENCE RADIUS
Electronics and Radio Engineering



RALPH PRIESTLEY
Architectural Engineering

A. M. FELLOWS
Printing



Faculty

GEORGE ABEL
Electrical Engineering

WARREN ANDERSON
Electrical Engineering

ELLARD BETZ
Machine Shop



RALPH BILLIE
Engineering and Mechanics

ENRICO BONGIO
Welding

DONALD BOWEN
Electrical Engineering



MANSFIELD CLINNICK
Welding

LEONARD COOL
Electrical Engineering

GUY CULBERTSON
Printing



GERALD ELLIS
Architectural Engineering

RUSSELL FREEMYERS
Mechanical Engineering

TED GRAVES
Air Conditioning



Mansfield Clinnick, welding instructor, directs an oxy-acetylene brazing operation on galvanized steel irrigation pipe. This was a student project done in cooperation with the crops department.



RICHARD E. HALL
Aeronautical Engineering

THOMAS H. HARDGROVE
Mechanical Engineering

HUGH W. HAROLDSON
Mechanical Engineering

ORVIE HIGHUM
Air Conditioning and Refrigeration

CHARLES R. KNOKEY
Air Conditioning

ROBERT M. JOHNSTON
Mechanical Engineering

JAMES M. McDONALD
Air Conditioning and Refrigeration

JAMES M. McGRATH
Air Conditioning and Refrigeration

M. C. MARTINSEN
Aeronautical Engineering

WYATT MASTERS
Carpentry
ROY METZ
Aeronautical Engineering
CARL A. MOORE, JR.
Air Conditioning and Refrigeration



J. H. PEROZZI
Chief Engineer
GERALD PETERSON
Electronics
ROBERT REECE
Air Conditioning and
Mechanical Engineering



J. O. RICHARDSON
Mechanical Engineering
WILLIAM RICKER
Architectural Engineering
ELLIS RONEY
Electronics



FRANKLIN SHESLER
Air Conditioning and Refrigeration
MELVIN SIMONETTE
Painting
FRED STEUCK
Electrical Engineering





ALDEN L. TURNER
Aeronautical Engineering

I. G. VAN NEST
Air Conditioning and Refrigeration

KENNETH WATSON
Electronics



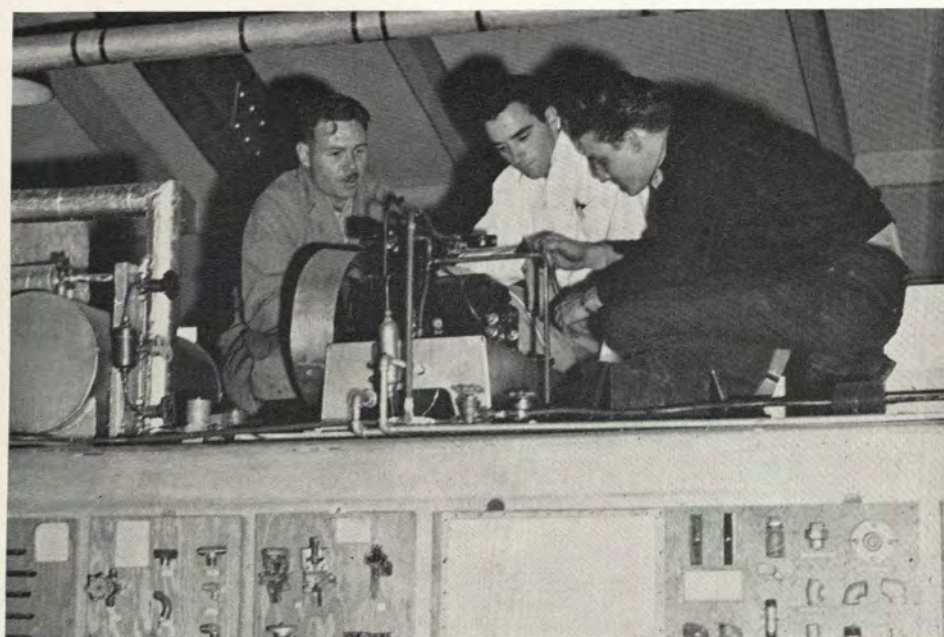
FRANCIS F. WHITING
Machine Shop

RICHARD WILEY
Welding

HARRY WOLF
Electronics



THOMAS ZILKA
Acting Head
Mechanical Engineering



Is it hot or is it cold? Air conditioning students look on as Frank Shesler explains the Freon equipment for a quick freeze box.

Science and

INDISPENSIBLE to the engineering or agricultural student are the related courses in the social sciences, English, mathematics, physical and life sciences and physical education. The courses are collectively called the Sciences and Humanities and are offered primarily to round out the educations of ags and engineers although, starting last year, major fields of study in the humanities have been offered to Poly men. Paradoxically the division numbers the least student enrollment and the most faculty which signifies the large part of instruction given to students to complement or supplement engineering or agricultural studies.



PAUL PENDLETON
English

WOODFORD E. BOWLES
Physical and Life Sciences

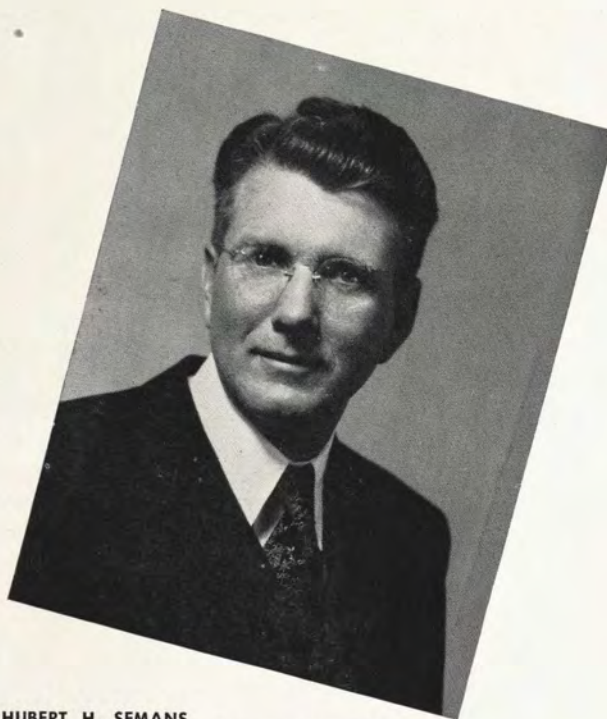
STANLEY CLARKE
Education and Psychology

ROBERT MOTT
Physical Education and Athletics

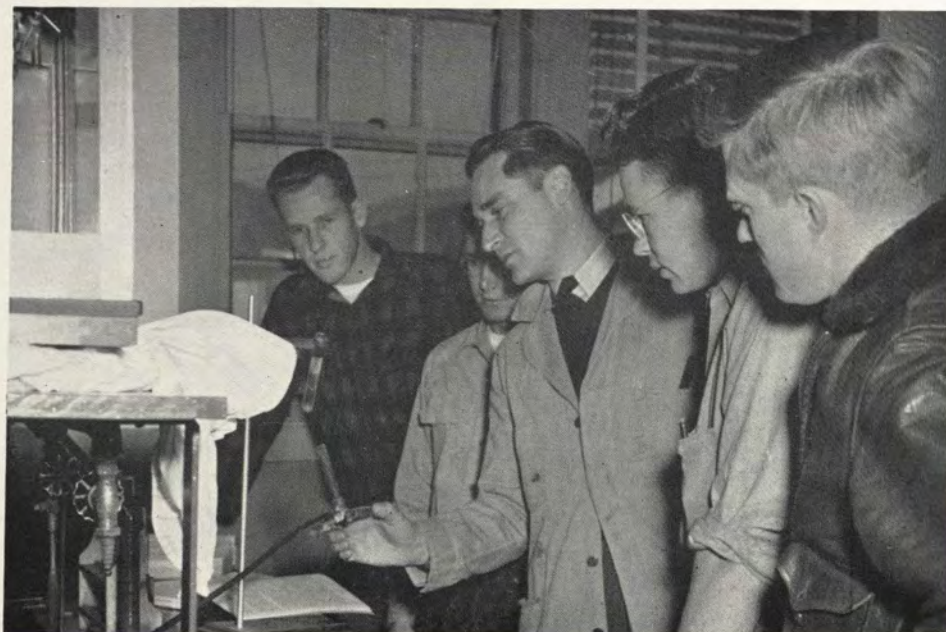
HAROLD P. DAVIDSON
Music

MILO WHITSON
Mathematics

Humanities Division



HUBERT H. SEMANS
Dean of the Science and Humanities Division



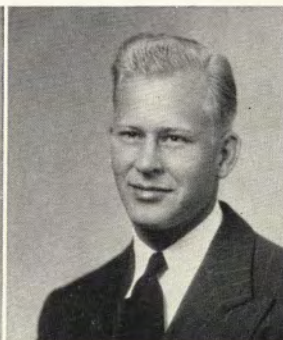
Forrest Milham, chemistry instructor, demonstrates that chemistry is more than a lecture class blackboard of bewildering equations. Here he shows how oxygen is produced by the decomposition of mercuric oxide.



One of the many problems encountered in the physics lab is that of the ballistic pendulum. Lewis Hammitt demonstrates the process of finding the elastic and inelastic impact as measured by physical data.



JOHN ALDERSON
Mathematics



RICHARD ANDERSON
Physical Education and
Athletics



HILDRETH BAYLESS
English



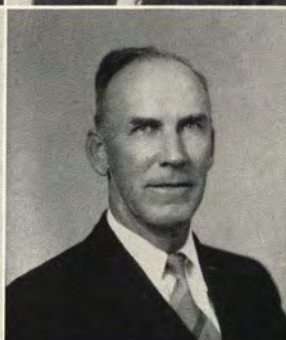
CARL BECK
Social Science



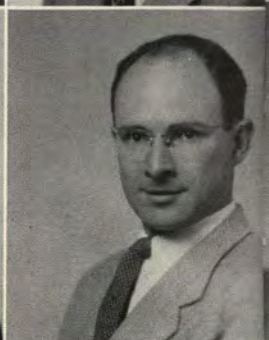
J. PHILLIP BROMLEY
Social Science



EDWARD CLARK
Physics



A. L. COLWELL
Supervisor Veterans Housing



DAVID COOK
Mathematics and
Electrical Engineering

Faculty

A. NORMAN CRUIKSHANKS
Social Science

CLARENCE CUNNINGHAM
Chemistry

RALPH W. DILTS
Social Science

ALLAN G. DOUGLAS
Biological Science



CHARLES ELSTON
Mathematics

FREDERICK M. ESSIG
Life Science

CLYDE FISHER
Mathematics

VOLMAR FOLSOM
Mathematics

M. G. GARTER
English

FRED GERTZ
English

MARCUS GOLD
Librarian

HENRY GRAY
Life Science

Faculty



BOYD HAIGHT
Journalism and Public
Relations



LEWIS E. HAMMITT
Physical Science



C. E. HANSHEW
Mathematics



OSCAR HANSON
Warehouse



JOHN HEALEY
Journalism and Public
Relations



LEO HIGH
Mathematics



Dave Cook, math instructor, integrates an exponential function for puzzled students in a calculus class.



ROBERT E. HOLMQUIST
Physical Science

EDWARD JORGENSON
Physical Education and
Athletics



ROBERT F. HOOVER
Life Science

A. L. HOUK
Physical Science

AGNES HOWE
English and Public Speaking

ROBERT E. KENNEDY
Journalism and Public
Relations

BRUCE KENNELLY
Physical Science

WILLIAM LEARY
English

VANCE LEWIS
Physical Science and
Mathematics

OSCAR LUCKSINGER
Public Speaking

L. E. McFARLAND
Construction and Repair
Projects

JOHN MACKEY
English

ENA MARSTON
English

THEODORE MATTHEW
Physical Science

Faculty



ROBERT L. MAURER
English and Psychology



F. K. MILHAM
Physical Science



GLENN A. NOBLE
Life Science



A. R. NOGGLE
Cafeteria Manager



HOWARD O'DANIELS
Physical Education and
Athletics



CHARLES PAVELKO
Physical Education and
Athletics



MARIE PORTER
Mathematics



CLAUDE A. PURSEL
Mathematics



C. C. RICHARDS
Machine Shop



T. M. RICKANSRUD
Physical Science



JOHN P. RIEBEL
English



GEORGE ROY
Mathematics and
Electrical Engineering



Versatile Gene Smith, political science instructor and tennis coach, discusses the merits of a political ideal with a class of social science majors.



LOUIS P. SHEPHERD
English and Public
Speaking

M. EUGENE SMITH
Social Science and
Athletics

JAMES S. ST. CLAIRE
Social Science

ERNEST A. STEINER
Security Officer

FRANK V. STEVENSON
Life Science

DAVID H. THOMSON
Life Science

DOROTHY S. WRIGHT
Librarian

RALPH WESTON
Mathematics

Library



AINSLEY WHITMAN
Head Librarian

THOUGHTS OF the library staff turned all year to the new library building nearing completion behind the Administration building. Some of the features the staff members looked forward to using are a reference reading room with seats for 158 students, stack rooms with facilities for 85,000 books, and a browsing room with comfortable furniture, fireplace and collection of books and magazines for recreational reading. Also located on the ground floor are a second reading room seating 233, offices, and a conference room. On the lower floor there are two listening rooms, a projection room, two seminar rooms, a classroom, a staff lounge, a photographic laboratory, and a film library room.



ROW 1: Mrs. Juddi Morriss, Lucy Parent, Shirley Pedranti, Gloria Silacci. ROW 2: Helen Blair, Mary Ellen Dunkelberger, Lee Lewellyen, Mrs. June Glenn. ROW 3: Marcus Gold, Carlyle Stickler, Mrs. Dorothy Wright, Mrs. Barbara Allen, Ainsley A. Whitman.

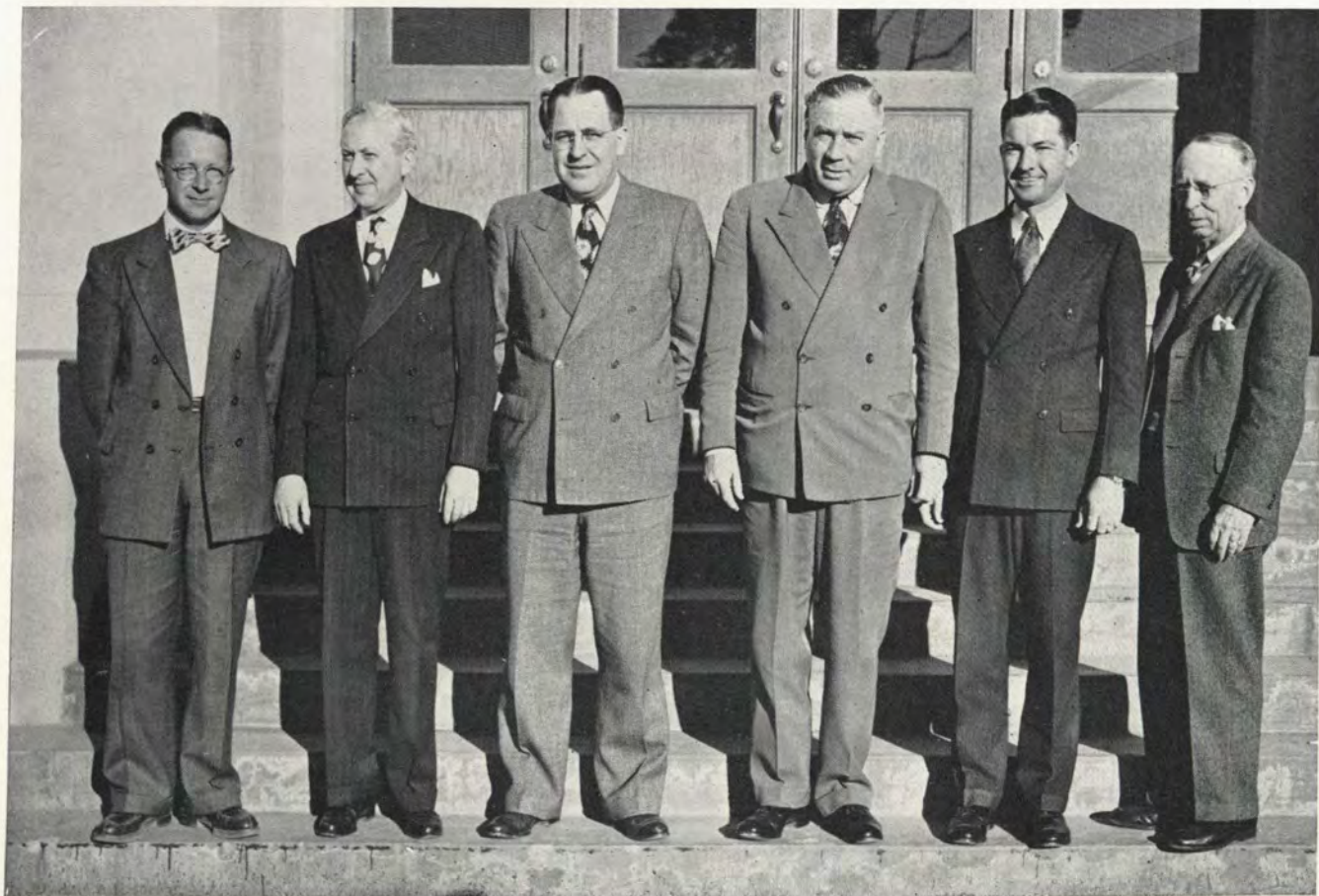
Bureau of Agricultural Education

THE BUREAU of Agricultural Education of the state department of education has its central office on the campus here at Cal Poly. Its regional offices are located throughout the state at Los Angeles, San Jose, Fresno, Chico and Sacramento. The Bureau is responsible for the administration of vocational agriculture education in the high schools and junior colleges of California.



BYRON J. McMAHON
Chief, Bureau of Agricultural Education

Left to right: George P. Couper, H. H. Burlingham, G. A. Hutchings,
B. J. McMahon, John D. Lawson, J. I. Thompson.



Nerve center of the college, answering both the blinking lights of the switchboard and the queries of information seekers, Olga Martinsen handles the Information Desk with comparative ease. A remarkable memory as to the whereabouts of faculty members and a beaming smile make her one of the best liked persons on the campus.



Dollar-watchers in the accounting office ride herd on the red and black figures in the college ledgerbooks. Seated is Steve Hickenbottom. Standing, first row, left to right, are Lee Owen, Ena Hoxsie, Catherine Nolan, Clarice Anderson, Eva Macebo, Nan Haynes, Jeannette Caile, Vera Silvia. Second row, left to right, are George Neece, Virginia Lassiter, Lucille Brown, Louise Heidrich, Mary Lee Green, Doris Dilworth and Mary Jenkins.

From the stairway of the Ad building, the General Office staff manages a smile between worries over a multiplicity of business difficulties. First row, left to right, are June Powell, Elaine Machado, Roberta Alden, and Peggy Grossini. Second row are, Betty Hunter, Emily Schuster, Veulah Brook and Ruth Sims. Third row are Donna Steele, Anna Gray Dexter and Tina Pate. Fourth row are Hildegard Wilson, Joyce Wilson, Elinor Barff, Eva Furtado, Marian Matejcek and Mary Holly.





Three times a day Mustangs wander to either chow hall 1 or 2 to find out what Snooks Noggles has concocted to keep up their stamina. "You can't please all of the students all of the time," but Noggles tries—and seldom loses a customer.



The busiest place on the campus during the first week of every quarter, the book store is a source of words of wisdom for students passing the previous quarter's finals. Here Mrs. Young, Nonie Gauld, and Georgia Thompson take cash or G.I. credit for school supplies.

The roar of conversation reaches its peak at 10 a.m. in El Corral when students and staff members come in for "mud and sinkers." Behind the counter making coffee, supplying doughnuts, and ringing sales are Jean Eklund, Nora Kastning and Mary Ann Culver.





Kneeling: Hollis Barnes, Phillip Born, Jack Blair, Jim Carrington. Standing: Roy Bethel, John Walker, Richard Burris, Albert McDermid, Earl Seely, of the auto shop crew, keep the mechanized equipment of Poly in top shape.



Seeing that the appearance of the school is neat are seated left to right: William L. Grenlesh, Prat Willard, Loyd Quesada, John Ybarra, Mason Bagly, Gordon Wilson, Clyde Whitaker; kneeling left to right: E. A. Anderson, Oscar Gustafson, Frank Piper, Jim Dilbeck, Charles Andrews; standing left to right: Mike Terriel, Ralph W. Miller, L. E. McFarland, O. H. Hanson, E. A. Steiner, J. H. Perozzi, William Guenther.

"Cal Poly, San Luis Obispo" addressed letters terminate at the Mustang Post Office. Making certain that enrolled or previously enrolled students get their mail or have it forwarded are: left to right, Dale Strunk, Robert Roney, Phil McMillan, Lovena Weaver and Raymond Fitchett.



For limited emergencies or just general illnesses, the infirmary safeguards students' health. Left to right Mrs. Imogene Gow, Miss Catherine Stein, Dr. L. C. Gaebe, Jim Magee.



The official word of whether it was a "D" or an "F" last quarter or if the courses on that transcript can be evaluated, is made known at the Recorder's office. Seated from left to right are Betty Overall, Dorothy Barlow, and Elizabeth Albaugh. In the second row are Marie Coveney, Jane Cox and Mabel Camp.



Constantly on the alert for traffic violations or potential flagrancys is the Mustang Police and Fire department. Kneeling left to right are Edmund Hass, Edward McEvoy, Wendell Gates, Robert Morrison, Robert Daly, Dale Anderson. Standing left to right; Francis S. Donn, Bill Guenther, Frank LaSalle, Howard Mitchell, Robert Kelly, Keith Southard, Edward Andre, Earnest Steiner.

Activit



ies



Student

THE STUDENT AFFAIRS COUNCIL is that bunch of sixteen active students and three interested faculty advisors who tackle the staggering job of coordinating the thousand and one things that make campus life interesting. There are representatives from Poly's three divisions, the four classes, the Inter-club Council, and the following boards: Publications, Music, Athletics, and Poly Royal.

Action by the S.A.C. this year included purchase of a new public address system, joining the Association of College Student Unions, entry of a float in the Pasadena Rose Parade, improving the athletic award system, installing hitchhiking signs in San Luis Obispo, sponsoring the Poly Royal carnival, and other matters. Any measure needing further study is referred to the Advisory Commission which is composed of four representatives from various student government councils, three faculty members, and President McPhee.

Heading the student government were Marty Engler, Ken Lucas, and Hank Moroski. Faculty advisors Harold Davidson, William Troutner, and Henry House, and Graduate Manager L. D. Starkey helped the S.A.C. in many ways. Student government representatives faced the problem of administering the largest student body in Poly history and ably kept tab over what will probably be the outstanding year in growth and organization of student activities.

The S.A.C.—ROW 1: Mellon, Lucas, Engler, Taylor, Adams, Munson. ROW 2: Baggao, Wells, Carothers. ROW 3: Gandy, Davidson, Starkey, Troutner, Scott, Lea.



Government



MARTY ENGLER
President



KEN LUCAS
Vice President



HENRY MOROSKI
Secretary



Advisory Commission: Art Gandy, Wes Wilson,
James McGrath, Marty Engler, William Troutner,
A. L. Houk, and Fred Voris.

Inter-Council

THE INTER-CLUB and Inter-departmental councils of the Student Affairs Council meet together to act as coordinators between the clubs, the departments and the student government. Ken Lucas was chairman and Don Carothers was secretary of both groups, which functioned under a joint activity code. These Siamese-twin councils were responsible for the dance schedule and club meeting schedule this year. Groundwork was also laid for an attempt to get departmental and social clubs meeting on different nights next year to give students a greater opportunity to enjoy social clubs.

THE BODY which really goes "all-out" to promote college spirit and student activities is the Rally Committee. When one thinks of this committee the memory brings up thoughts of yell leaders, card stunts, game ushers, bonfire rally, serpentine street dance, and new white sweaters. The 16-man standing committee of the SAC meets regularly with Henry House, its advisor. John Mayer, James Munson, and Pat Morrison have been chairman, vice-chairman, and secretary, respectively. Comprehensive advance plans made under Chairman Mayer's direction promise to increase college spirit next year.



The Inter-club and Inter-departmental council. ROW 1: Gorenbein, Barr, Watson, Henkel, Jam, Wilson, Solferino, Baggao. ROW 2: Warren, Carothers, Munson, Fathe-Aazam, Chaney, Watts, Beesley, Bloom. ROW 3: Lucas, Jahr, Johnson, Gassel, Edson, Rugge, Bowers, Houk.

and Rally

Deans C. O. McCorkle and Vernon Meacham accept basketball programs from Rally committeeman Bob George.

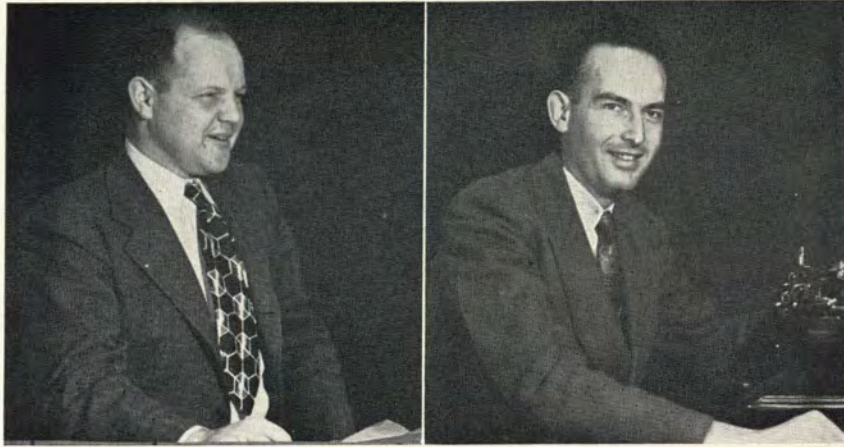


Poly rooters hide their faces behind the card tricks that made football games at half time colorful. This was but a part of the many activities put on by the Rally committee.



Rally Committee: Seated, Bob Williamson, Jim Munson, Wing Wong, Wayne Bittenger, and Bud Ehret. Kneeling, Pat Morrison, Gene Erwin, Bob Switzer, Lee Powell, Bill Gage, and Henry House, advisor. Standing, John Mayer, Wendell Jacobs, Bob George, Bob Buchanan, and Bob Fitchet.

Publications



JOHN HEALEY

BOYD HAIGHT

THE BIG JOB of keeping Cal Poly in the limelight is carried on by these two energetic young men. John Healey, the one on the left, handles sports public relations and sees to it that the Mustangs "ride high" in papers all over California. To help round out his long day, he teaches bright young journalists, and seems to enjoy being the loud speaker announcer at all the basketball and baseball games.

On the right, Boyd Haight looks away from his typewriter for a moment. Reams of Cal Poly press releases flow from that typewriter to the local *Telegram-Tribune* and other newspapers and publications all over the West. Haight directs general public relations activities and teaches a wide variety of journalism classes. At the drop of a hat he will remind you that he's from the Palo Alto "Times."

Healey and Haight both keep a close eye on the El Mustang, El Rodeo and other publications, too.

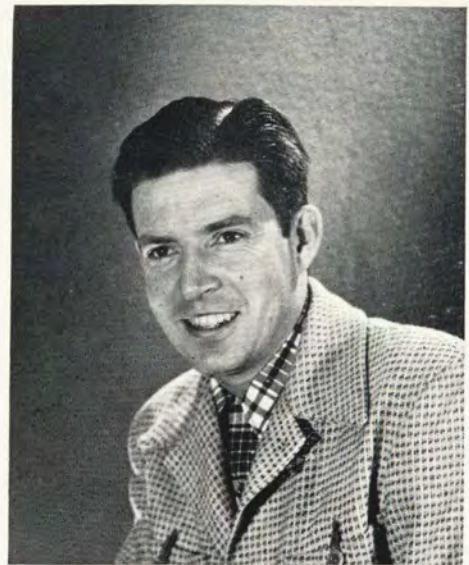


Poly's is a typical publications office. Coffee cups, old newspapers, battered typewriters, and erstwhile reporters vie for prominence in the clutter of Adm. 21.

and Publicity

THE BOARD of Publications and Publicity Control, as the Publications board is officially known, is a body of ten wise journalistic owls. Emmons Blake was the student manager of the board, John Patterson was secretary, and John Healey advised the members. The seven students and three faculty members unravel problems regarding policy, personnel, finances, and other matters pertaining to campus publications.

By functioning on a level halfway between the Student Affairs Council and the individual editors, the board, for example, keeps Phil Keyser from running to the SAC every time he wants to kick out his club editor.



EMMONS BLAKE
Publications Board Chairman

Publications board members, left to right: Gandy, Haight, Blake, Patterson, Johnson, Chamberlain, Dooley, Culbertson, Healey, Keyser.



El Rodeo



Editor-in-chief Art Gandy examines a negative for an El Rodeo print.

FOR STUDENTS who believe in the axiom "the bigger, the better," the 1949 staff presents for approval this 288-page book, the largest in the history of the college. From the first little paper-bound but proud "Polytechnic Journal" which appeared in 1911 to the present El Rodeo, Cal Poly's year books have grown increasingly bigger and better.

This publication is the result of a year of toil and headaches for the editors — Art Gandy, editor-in-chief; Don Johnson, assistant editor; Merv Chamberlain, business manager; Dean Van Zant, photo editor; Deane Aboudara, art and layout editor; Aron Abrahamson, circulation manager; and division editors Joe Griffin, Oscar Bettendorff, Ed Mattson, Tony Solferino, Guy Thomas and Paul Tritenbach. Hard-working photographers headed by Ed Nitenson, and Advisor Boyd Haight made sure the book was in students' hands by June.



Editor Gandy outlines the coming week's assignments to Russ Pyle, sports; Bob Williamson, photographer; Walter Atwood, clubs; Ed Emmerson, dormitories; and Gary Foote, activities.



"This should make a good layout," Don Johnson, assistant editor, tells division editors in a staff conference. Being briefed are Paul Tritenbach, activities; Deane Aboudara, art and layout; Tony Solferino, faculty; Oscar Bettendorff, classes; and Ed Nitenson, chief photographer.

These shutter-bugs, never without their cameras, are caught in an informal pose by the master shutter-bug, John Healey, photography instructor. These men took hundreds of pictures for the 1949 El Rodeo: ROW 1: Ehrlich, Adams, Miller, Askins; ROW 2: Jones, Williamson, Dupuis, Cram, Appleton, Klopp.



It's hard to tell exactly what's going on here at a meeting of the money-bags of the El Rodeo staff. Plotting some new ad-selling strategy are: Merv Chamberlain, business manager; Frank White, salesman; John Preston, layout man; Aron Abrahamson, promotion; Bob Dooley, assistant business manager; and John Colombini, salesman (sitting).



PHIL KEYSER
Editor

POLY'S WEEKLY NEWSPAPER, El Mustang, kicked up its heels this year and expanded. Even a "Poly Femme" section for campus females was included in the ten-page paper. Don Johnson and Phil Keyser split the year as hard-working editors. Al Barto and Emmett Lindstrand did likewise as assistant editors. Sports editor Russ Pyle and Feature editor Dave Goodman practically lived in the El Mustang office. The efficient work of Merv Chamberlain, business manager, and John Colombini, advertising manager, made the paper possible. Rounding out the editorial staff were: Ruth Carley, "Poly Femme" editor; Gene Kemper, exchange editor; and Paul Tritenbach, club editor.

Some of the handsome El Mustang "boys" talk over next week's edition. Arranged from left to right are Pete Baxter, Emmett Lindstrand, Ed Niten-son, Paul Tritenbach, Russ Pyle and John Colombini.





Grouped around the table are El Mustang's staff reporters. ROW 1: Wilkinson, Mellon, Knight, Abrahamsen, Adams, Hardy, Witt, Plummer, Hammond, Pendleton, Lysley. ROW 2: Toschi, Sumner, Petrucci, Petterson, Truex, Allen, Cruse, Rixon, Flanigan.

It usually means money, lost or gained, when John Colombini, El Mustang advertising manager, and Merv Chamberlain, publications business manager, wave pencils at each other.



El Mustang

Minor



These four smiling gentlemen cooperated to put out the "Goal Post." The colorful souvenir football programs are discussed here by Merv Chamberlain, business manager; John Healey, publications advisor; Bill Potter, circulation manager; and Russ Pyle, editor.

Smiling John Blesse edited that helpful little "Frosh Handbook" which newcomers to Poly received early in the fall quarter.



Publications

Advisor Boyd Haight talks it over with Poly Royal Pictorial Editor Emmons Blake. The Pictorial served as advance notice to the nation and several foreign countries that Poly's "Country Fair" was not too far in the future.



From Poly's noisy print shop flow stacks of El Mustangs, FFA magazines, Poly Royal Pictorials, Green and Gold Alumni magazines, and much job printing material. Busy at work above are Bob Gould, Bob Appleton, Bob Chatters, and Guy Thomas in the foreground; while Enard Johnson, Ray Rasmussen, Pete Baxter, and Paul Munson are in the background.

Band

KEN TAYLOR
Manager Music Dept.

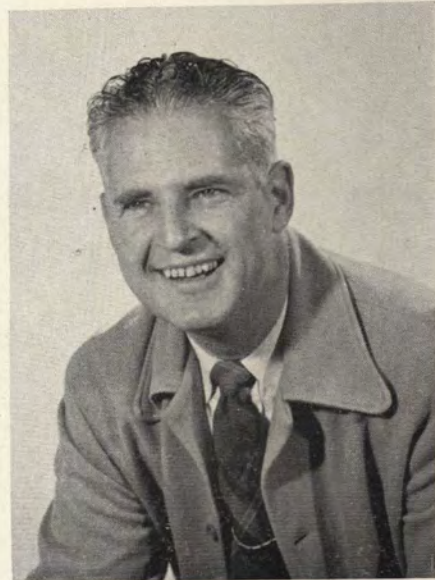
FRED WATERMAN
Student Director

BUD LEE
President

CAL GILL
Manager

JOHN DONN
Secretary

LEROY LADY
Librarian



HAROLD DAVIDSON
Director of Music

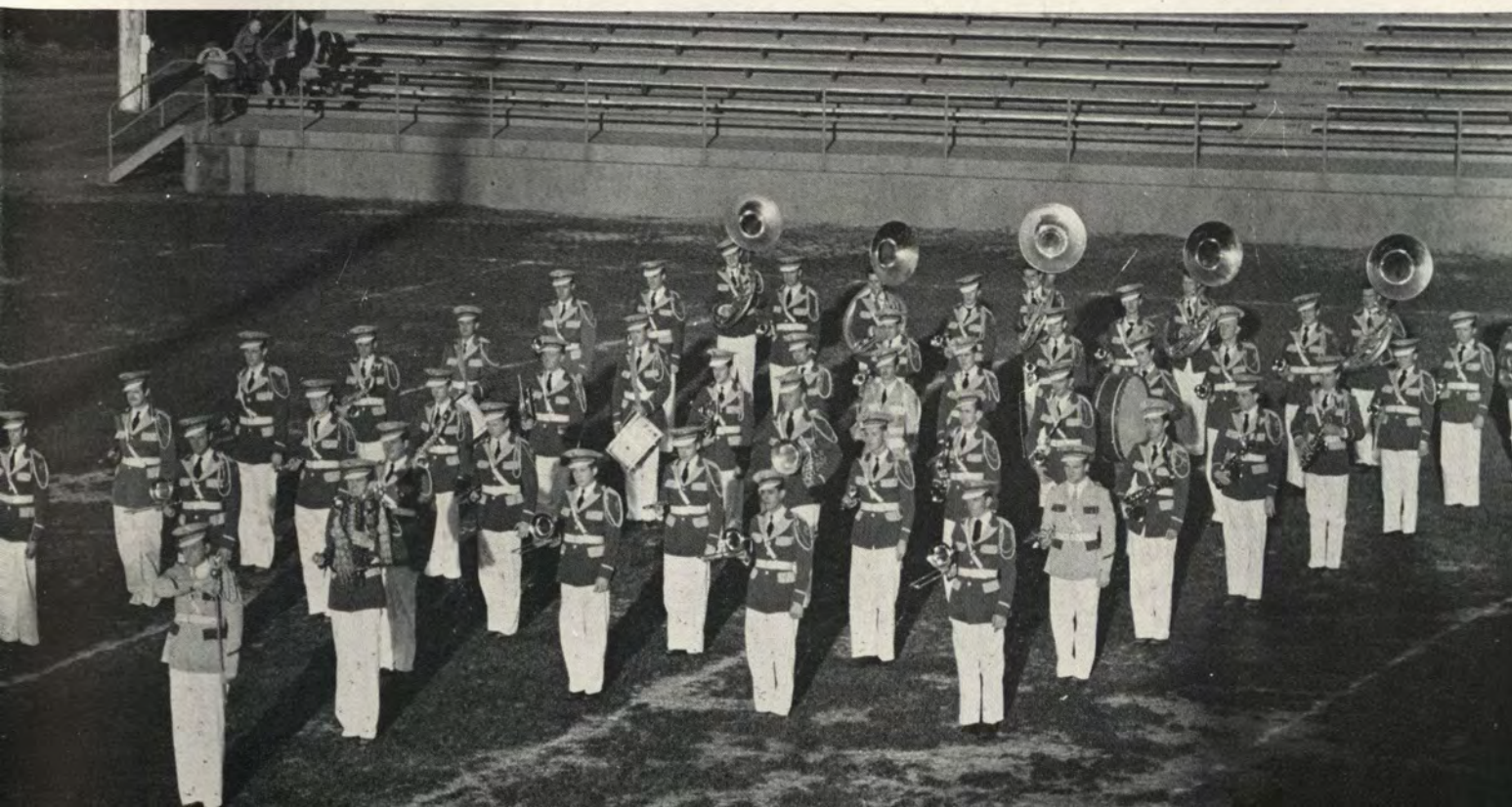


BAND: Acting Drum Major, Fred Waterman; Glockenspiel, Bob Newell. FIRST RANK: Jay, Caldwell, Diamond, Record, Bidart, King. SECOND RANK: Kruse, Whitwood, Hoover, Gill, Mayo, Lee. THIRD RANK: Hilbig, McNeil, Cruse, Johansen, Pyle. FOURTH RANK: Montero, Boettcher, Leach, Lady, Andersen, Miller. FIFTH RANK: Miller, Watson, Smith, Gooding, Davidson, Lundbeck. SIXTH RANK: Donn, Montgomery, Kriege, Henningsen, Peterson. SEVENTH RANK: Strong, Mason, Bradley, Scofield, Boehm, Hunter. EIGHTH RANK: Grimmer, Bittenger, Gaddis, DeCamp, Gillen, Butterfield. NOT IN PICTURE: Riggs, Anderson, Graham, Friesen, Wells, White, McNeill, Hill, Lea, Nay, Randall, Zanda.

Stepping off at a 180 cadence, the Mustang Band marched and played to perfection during the school year. The uniformed lads won admiration for their precision marching and lively music at game intermissions, assemblies, and during the Poly Royal. Looking snappy in their green, gold and white uniforms, the Mustang bandmen could rightfully lay claim to the title of the best-dressed and best marching outfit on the West Coast.



High-stepping Betty Jo Bewley stole the show at many football half-times, and with good reason. Student wife Betty Jo was one-time national baton twirling champion.



Glee Club

THE HIGH-RIDING Glee club sang their way through the school year and proved themselves to be the outstanding club in Poly's history, according to many newspaper write-ups. Appearing before numerous audiences in the San Francisco bay area and in San Luis Obispo county, the club was noted for its accurate pitch, enunciation of words, and appeal of program. Trained by H. P. Davidson, who organized the first Poly Glee club in 1936, this year's club included in its repertoire an even wider and more varied range of selections. Classical, religious music, folk songs, popular numbers, comedy ditties, and traditional school songs were all a part of their concerts.

ROW 1: Kubota, Adams, Ray, Wise, Abrahamsen, Robinson, Appling, Erown, Franger. ROW 2: Miller, Wilson, Roberts, Lupo, Baldwin, Fitchett, Record, Heller, Costa, Lee. ROW 3: Linsley, Teilmann, Wainwright, Kasler, Reyes, Hart, Buenconsejo, McAdams, Costedoct, Ahrendes, White, Grothe. ROW 4: Miller, Ruth, Aarset, Tonge, Lewis, Merrihew, Guy, Arden, Hawkins, Livingstone, Binkley, Christianson, Strathearn. ROW 5: Vernon, Edson, Ware, Riggs, Schonberg, Hunt, Taylor, McNiven, Oest, Rail, Hammill, Tallman, Brunner, Iverson. ROW 6: Hobron, Nolan, Weber, Gould, Newell, Straub, Haugsten, Warner.





ARCHIE AHRENDES
President



BILL LUPO
Vice-President



BOB NEWELL
Librarian



LEON McADAMS
Manager

Monday and Wednesday nights found Glee club members in these seats where director Davidson molded the club into a group of near perfectionists who packed the house two consecutive nights at their home concert.



Work horses as well as songsters, a few Glee club men sing while preparing their concert tour programs.



THE COLLEGIANS, ROW 1: Heller, Tallman, Collier, Haley, Linebarger, White, Pugliese. ROW 2: Iversen, Troutner, Donaldson. ROW 3: Bottenberg, Cox, Bradley, Waterman, Hunter.

ENLARGING THEIR repertoire to include many new arrangements by Les Brown and Stan Kenton, Poly's own dance band, the Collegians, mixed the new with some of the old Glenn Miller favorites to give school dances a zestful tempo. The versatile Collegians, with a lot of change in their ranks, played a busy year at school dances, toured the San Francisco bay area in March with the Glee club, performed at the annual home concert, and were featured at the Poly Royal coronation ball.



FRED WATERMAN and BOB WHITE
Manager and Assistant Manager, Collegians

"Sophisticated Swing" flows smoothly from the Collegians' instruments at the Alumni dance last fall.



"Why dress up for a rehearsal?" ask members of the dance band running through a hot number. This was a familiar scene in classroom 1 four nights a week.

Collegians



Small

The Collegiate quartet, Harry Aarset, Charlie Weber, Kirby Robinson, and Bill Ruth, mixed barber shop harmony with "schmaltz" in a number of spot entertainments throughout the school year. The four evenly blended voices were in popular demand by clubs, town service organizations, and local schools for special entertainment.



The Majors and Minors, sometimes known as "Bartenders of Note," were featured in various spots usually as overactive, singing bar-keepers. The group includes, left to right: Kubota, Abrahamsen, McAdams, Lupo, Hawkins, Costedoat, Taylor, Arden, Edson, Riggs, Nolan, Vernon.

Combos

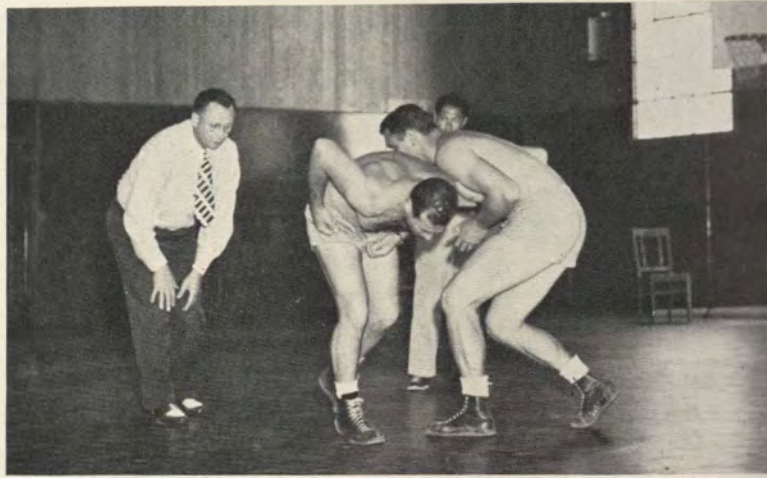
An assorted gang of musicians discusses publicity, good and bad, with "First Baton" Davidson as news releases appear noting their annual spring tour.



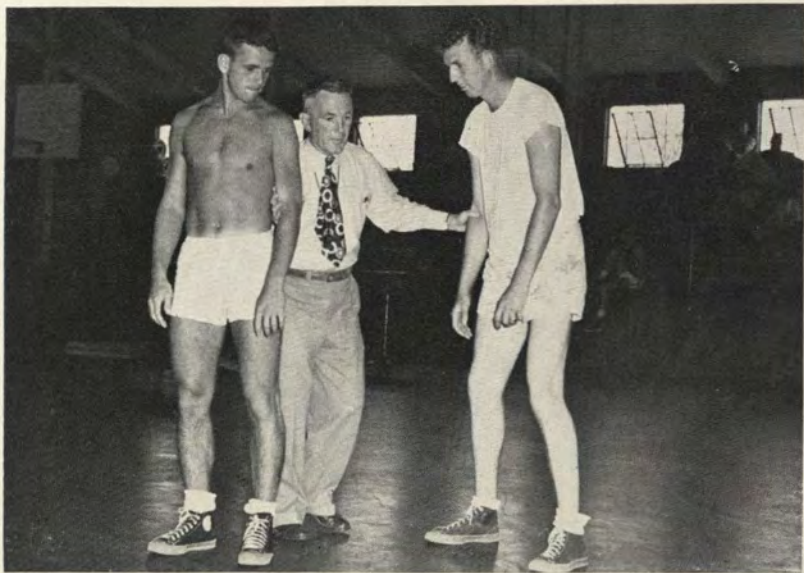
Running through a little number "en-mustache," the Majors and Minors practice voice technique under the influence of nose ticklers. "It's OK," they say, "as long as the mustache doesn't wiggle in cadence with the vibrato."

September

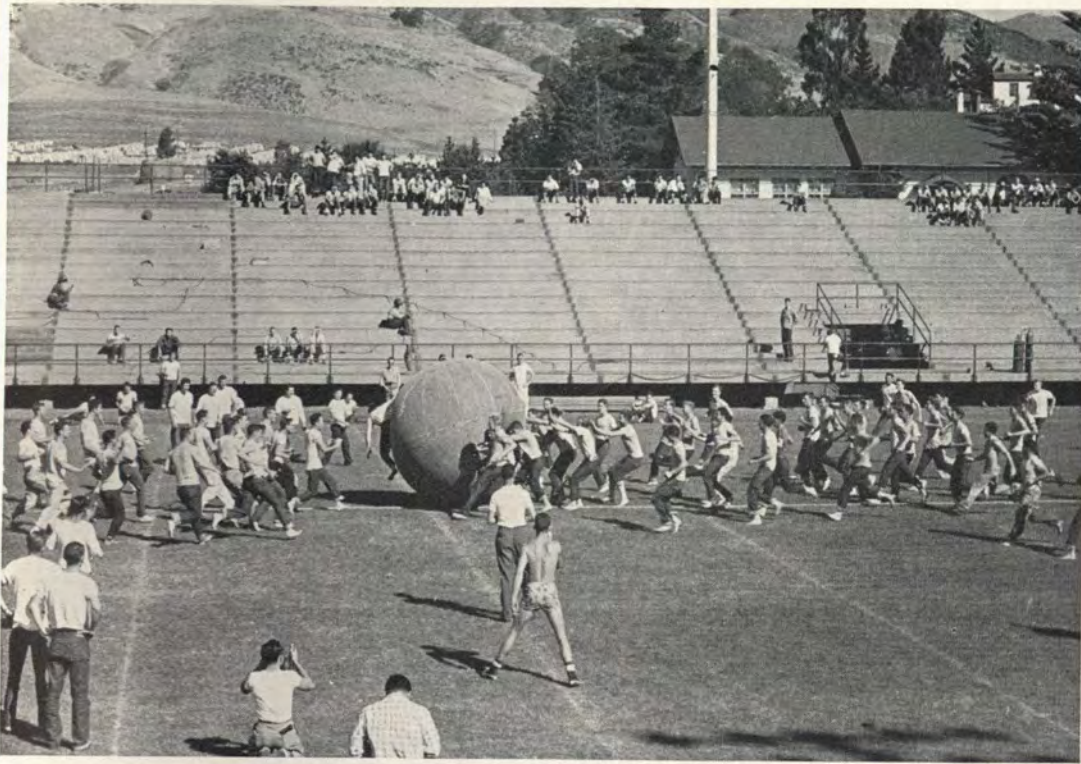
USC's coach Jeff Cravath uses Poly's coach Chuck Pavelko and Bob Winslow, assistant to Cravath, as live models in pointing out the need for deception in using the T formation. Cravath and Winslow were here for the annual Coaches Clinic during the summer.



UC's Nibs Price places Poly's Hank Moroski and Coach Waterman in position to set up a play in basketball strategy. Price lectured on basketball at the Coaches Clinic.



Fall registering day, with its long lines in the gym, brought many new faces to the Mustang fold.



Students swarmed out of the stands to help frosh shove the push ball over the sophomore goal at the first annual regulated Frosh-Soph brawl.



It took a lot of huffing and puffing, but the sophomores finally won in a tug-o-war that stretched the rope the full length of the football field.

October

November



President McPhee watches as Mrs. Walter F. Dexter lays the cornerstone of the new library building. The Walter Friar Dexter Memorial Library was named in honor of her late husband, formerly State Superintendent of Public Instruction.



Sizzling steaks greet Alumni as they line up for their annual barbecue in Poly Grove during the annual fall Homecoming.

and December

Willard Kaler, '48, San Luis Obispo; W. H. Bennett, '47, Riverside; Warren Shine, '47, Riverside; and Robert Lamar, '42, San Dimas, line up to give registration fees to J. A. Molzahn, student official for the Alumni Association.



Miss Dona Burbage of Humboldt State, tells the Cal Poly student body that she is thrilled to be selected as Queen for the Poly Royal, while her elected princesses and General Superintendent Larry Wells approve.



In December, construction continued on the new library. Technical delays and wet winter weather moved the date of completion to May.

January and

The Symphonettes, musical group composed of Cal Poly student wives, were kept busy with many offers for appearances. Here at the radio studio are Dorothy Harding, Elizabeth Handy, Donna Larsen, Verna Hunt, Muriel Cordier, Ethel Winn, and Lenore Fontaine, accompanist.



Since the snow, fortunately, won't come to San Luis, these snow-bunnies made several trips to Badger Pass.



In general, it can be said that nearly everybody in San Luis Obispo cheers for the Mustangs.

February



Vern Bebernes and Charles Weber receive football awards from coach Chuck Pavelko for their top combination of passing and receiving on the gridiron.



The duality of personality is explained and demonstrated by William Benton, who spoke to the student body at an assembly.

March



On tour, Dominic Pugliese gives out with "Yes, I do" while the rest of the Collegians chant "Love Somebody."

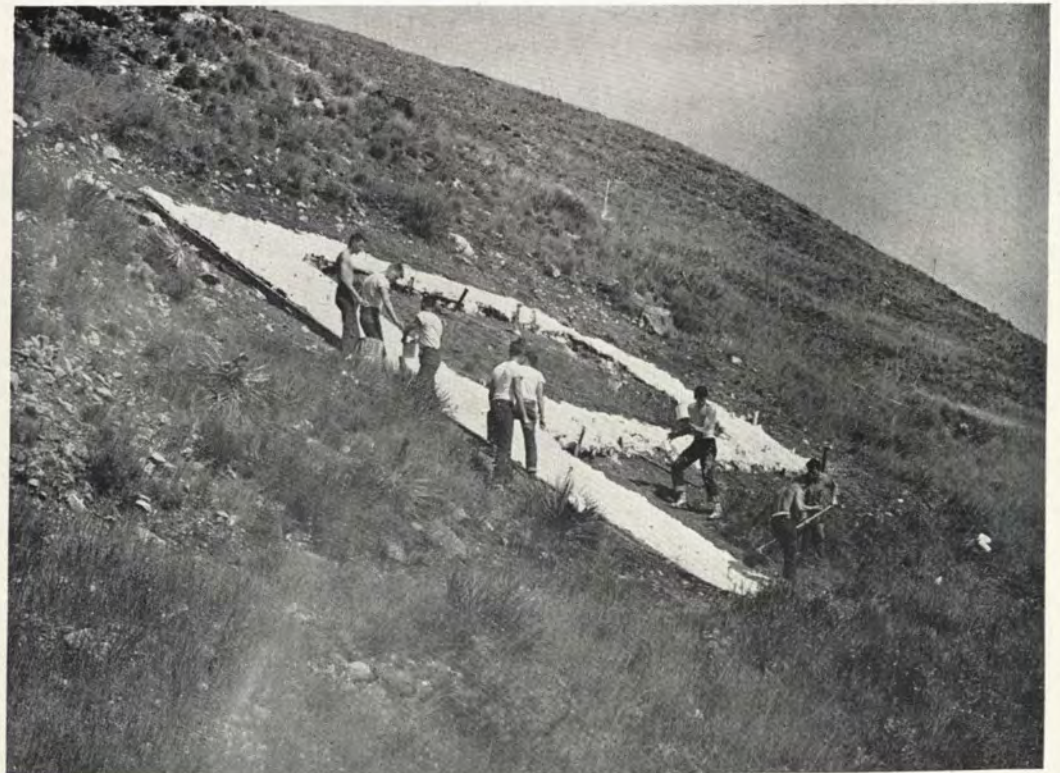
Robin Baldwin does "Chidabee-Ch-Ch (Yah, Yah, Yah) for high school kids while on tour in true Jimmie Durante style.



Sure, and they weren't all from the county Cork, but all had a good time at the St. Patrick's Day ball.



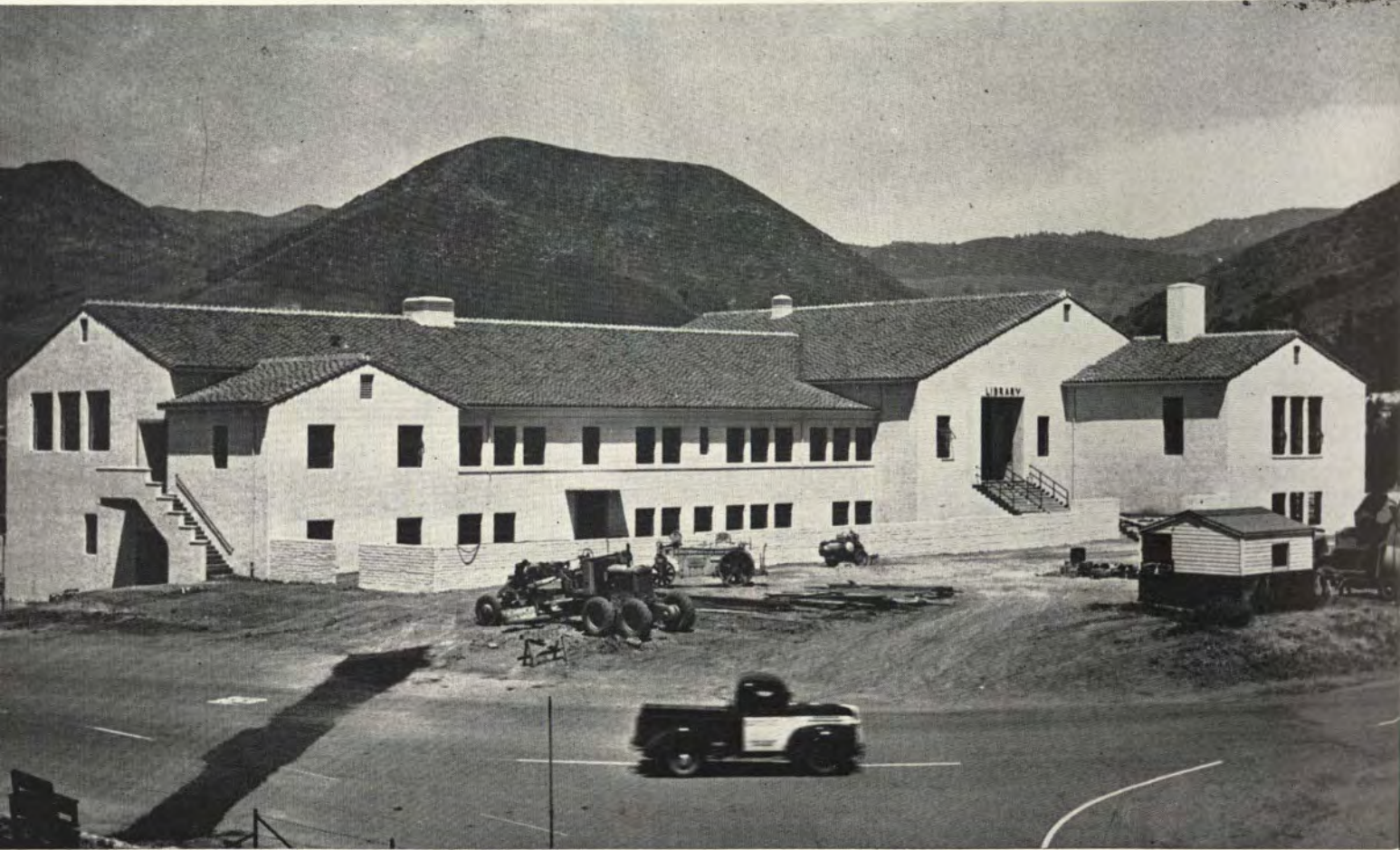
Both Mustang Flying club planes suffered damage when high winds lifted an improperly secured Cub and smashed it down on a second.



Twelve industrious Frosh represented their class in cleaning and painting the "P" on the hill behind the campus.

and April

May and



The new Walter Friar Dexter Memorial Library, long hidden beneath a cloak of scaffolding, emerges as the attractive and long-awaited addition to the campus.

South and north of town on highway 101 two signs were built in time to greet visitors to Poly's 17th annual Poly Royal. The signs were the gift of the class of '48.



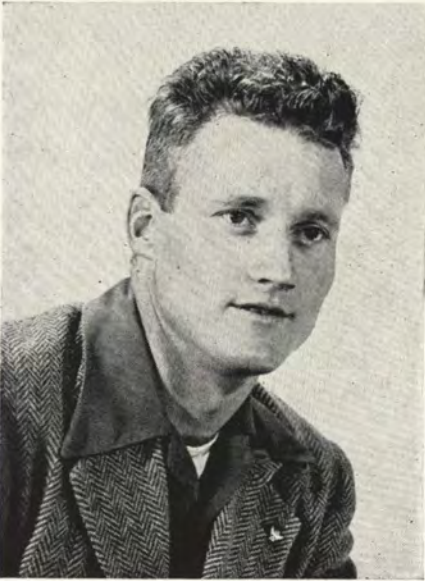
Poly Royal

Beautiful as the corsages she displays is Miss Dona Grace Burbage, Humboldt State College coed chosen queen of the 1949 Poly Royal celebration.



These four attractive princesses were members of Queen Dona's court: Dolores Swan, Helen Peterson, Isabel Lenger and Mary Lou Brumbaugh.

Seventeenth



LARRY WELLS
General Superintendent,
1949 Poly Royal

CAL POLY'S "Country Fair on a College Campus" grows a little larger each year and the 1949 celebration was no exception. New features of the 17th annual Poly Royal were a carnival to raise funds for a student union building, an all-state junior college track relays, a motorcycle hill climb and the addition of new and interesting exhibits. Heading the capable board of directors which took on the staggering job of planning the affair were Larry Wells, superintendent; Ray Harwood, assistant superintendent; Fred Waterman, secretary; Walter Nowak, treasurer; Carl Beck, advisor; and John Jones, faculty representative.



Members of the Poly Royal board of directors have just finished ironing out details for the annual celebration. ROW 1: Evovich, Waterman, Hepburn, Price, Wright, Harwood and Beck, advisor. ROW 2: Hill, Marble, Bettendorff, Petersen, Littlefield, Nowak and Wells, general superintendent. ROW 3: Martin, Heath, Hutchings, Bowman, Marshburn, Mellon, Warren, Thomas and Litze.

Poly Royal



DONA BURBAGE
Poly Royal Queen 1949



PAT WALKER
Poly Royal Queen 1948



Queen Dona Burbage and
Majorette Betty Jo Bewley rank
as Cal Poly's only coeds, honor-
ary, of course.

Agricultural



An ear of corn attracts the attention of two students at the Field crops exhibit. Crops Department Head Paul Dougherty indicates another display for a visitor in the background.



Lambs and their proud handlers appear in one of the always popular Young Farmer livestock judging contests.

Exhibits



Champions all, these beautifully conditioned shorthorn steers pose with their student handlers before entering the judging ring. Livestock judging was a major event of Poly Royal.



Taking up all of the south end of the football stadium, the many pieces of farm machinery were an attractive drawing card for both students and visitors. More than 25 pieces of equipment were exhibited here.

Industrial



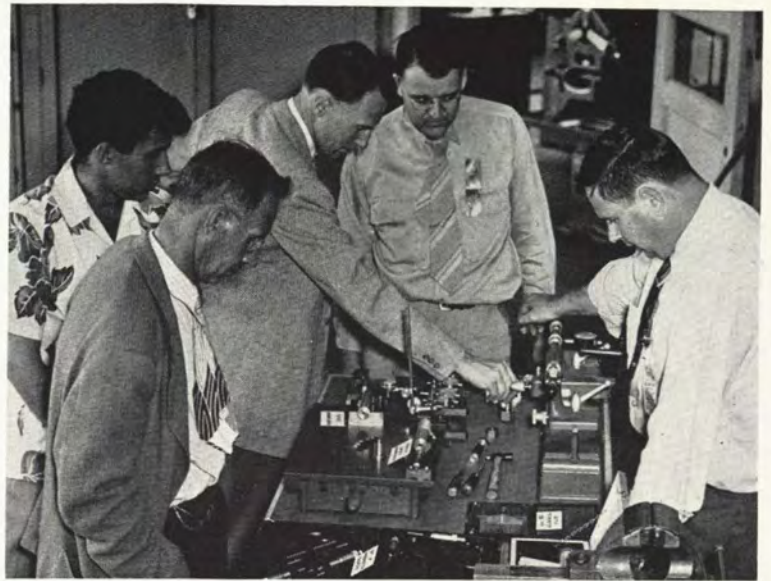
The prize winning Architectural Engineering exhibit featured this large scale relief map of the Cal Poly campus of the future. This room was also comfortably fitted with a large tree and chaise lounges.



The whole family seems fascinated by Jim McGee's demonstration of water boiling and freezing. This physics lab experiment causes water to boil or freeze by creating either pressure or vacuum.

Exhibits

Leo Rogers (right) explains the methods used in gauging and grading student machine shop projects. This display of precision measuring instruments was one of the machine shop exhibits.



A few AC lab reports are explained by Eddie Conlan (foreground) to R. G. Frazier. Son Elwyn Frazier also helps orient his Dad on the work required of an Air Conditioning student.

A steady stream of visitors filed through Poly's Printing department during Poly Royal. Here a group stops before a Kluge automatic press to listen to Ray Rasmussen (left) explain its operation.



Special



State Superintendent of Public Instruction Roy E. Simpson addresses students and visitors at the Poly Royal kick-off assembly. Enjoying the superintendent's remarks are Poly Royal General Superintendent Larry Wells and Poly's President, Julian A. McPhee.

Spring football practice was climaxed by the intra-squad game at the close of the kick-off assembly. In a match which pitted White against Green the White won 26-19.



From football to flower covered thrones, the varied Poly Royal activities included a reception to queens and princesses given by the Student Wives club. Here Queen Dona watches her court from an elaborate heart-shaped dias.



Events

A new thrill added this year was a motorcycle hill-climb sponsored by the Poly Penguins. Don Roberts, second place winner in the 45-inch class, is shown taking a bump in stride.



Another new twist in the 17th Poly Royal was a grand slam carnival which was an unexpected smashing success. The Chi Sigma Phi concession dunked its pledges in shifts into a tank of water by using an ingenious baseball operated mechanism. The fraternity made money and held initiation ceremonies all in one operation.



Five thousand people trod in anxious hunger these chow lines waiting to be served with cuts of barbecued beef. More people than beef were present, however, and the late or lame went hungry.

Cowboys and Track Stars



Still another first was the annual Poly Royal Relays which attracted track teams from 14 California junior colleges. Los Angeles City College amassed the most points, but here a Bakersfield pole vaulter clears the bar with a near perfect swan dive.



Especially single-minded was the stock used in this year's Poly Royal Rodeo. A tough old Brahma bull with a wild look in his eyes gives a parting shot to an already departed student cowboy.

Equally aggressive were some of the wild steers. Here Tom Andre "nods it out" on a salty old Hereford. An overflow crowd witnessed the wildest and biggest rodeo yet presented to a Poly Royal audience.



Coronation Ball

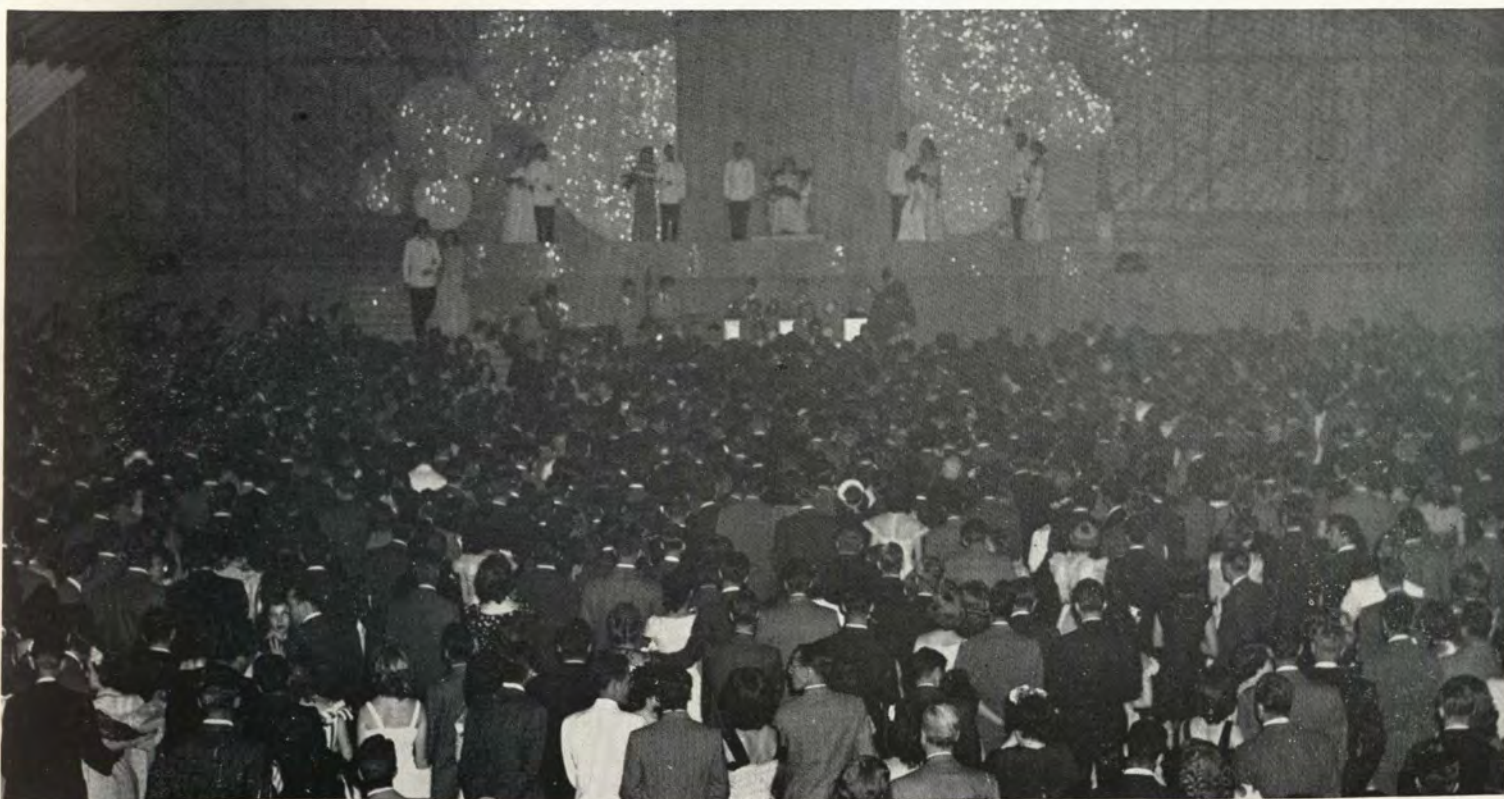


Stealing the show at the Coronation Ball were two small Troutners, Carol and Bill, Jr.



A fitting crown of three huge orchids is placed on Poly Royal Queen Dona Grace Burbage by retiring queen Patricia Walker in the 1949 Poly Royal coronation ceremony.

Every person in the capacity crowd at Camp San Luis Obispo's field house watches the colorful and spectacular coronation at the 17th annual Poly Royal coronation ball. More than 6,000 are estimated to have seen the coronation.





rganizati



ons



Aero



GEORGE RUGGE
President



DON TYSON
Vice-President



TED FALBO
Secretary



TOM EPPERSON
Treasurer

THE AERO CLUB had the distinction of being one of the more active organizations on the campus by sponsoring and participating in 11 different events during the year, with emphasis on an adequate social program for its 75 members. Two speakers who spoke at meetings on various fields of aviation were Otto Santoff of United Helicopter and John Bryant of Bendix Aviation. During the winter quarter, Aero members held a dance, barbecue, and outing. In the spring quarter, they also held an annual get-together and barbecue to conclude the year's activities.

ROW 1: Haggburg, Bores, Magginetti, Donatelli, Watson, Pugliese, Peterson, Pan, Acampora, Schmersahl; Turner, Advisor; Wells.

ROW 2: Martinsen, Garner, Andrish, Bellows, Briggs, Falbo, Rugge, Allen, Olsen, Heath, Lewis, Gregory, Moffit, Anderson, Coyle, Metz, Gustafson, Needham.





ROW 1: Onstatt, Dearborn, Jaracz, Bairstow, Galper, Troutner, advisor. ROW 2: Boettcher, Heinrichs, Koenig, Warren, Vanderpool, Spooner. ROW 3: Johnson, Calhoun, McDonald, Mapes, Cornell, Danielson.

THE AG INSPECTORS are a rather select group, mainly because they are all transfers from San Dimas. For this reason the club is removed from regular student activities, but it looks forward to helping upperclass transfers in getting into the Mustang swing of things. At Poly Royal, the club always sets up a quarantine station at the entrance of the campus, where members distribute programs instead of inspecting the incoming autos.

EVERETT JOHNSON
President

TOM SHOEMAKER
Vice-President

SIDNEY GALPER
Secretary-Treasurer



Ag Inspection

Collegiate FFA



DON CAROTHERS
President

BILLY WOODWARD
Vice-President

LLOYD REED
Secretary

THIS ORGANIZATION is open to prospective agriculture teachers and former F.F.A. members now attending Poly. These Collegiate Future Farmers have one main purpose in mind, that is, to become better acquainted with the state-wide agriculture program and to supplement the regular instruction offered prospective ag teachers by encouraging qualified individuals to enter the field of agricultural education. Services performed during the year included preparation of facilities and setting up of supply exhibits for the annual F.F.A. State Convention held in the fall. The future soil tillers also arranged tours of the campus for various F.F.A. chapters during the fall semester.

ROW 1: York, Hawkins, Hutchins, Bowman, Carothers, Woodward, Henderson, Hardy. ROW 2: Burlingame, Advisor, La Salle, Hepburn, Adams, Barlow, Hass, Marshburn, Gautier. ROW 3: Calhoun, Milligan, Raybourn, Spooner, Askins, Kough, Harris, Cox, Harrison. ROW 4: Albright, Smithson, Gibson, Reed, Cates, Mitchell, Perrin, Mitchell, Diekman, Patterson, Fox.



President McPhee addresses the Collegiate Future Farmers at their first banquet of the year.



A big hand is given unseen program chairman Frank Fox, being introduced by President Don Carothers, who gets credit for the fine dinner enjoyed by everyone.



Air Conditioning



BILL NEILD
President



EARL JAM
Vice-President



CLINTON BROWN
Secretary



DON ROBBINS
Treasurer



VERN AMICK
Master-at-Arms

THIS CLUB is one that doesn't have to worry about the heat. Membership is open to all Air Conditioning and Refrigeration students. The student body has this organization to thank for the hitch-hiking signs located at the entrance of the campus. The group ended its formal activities of the year by having a closing banquet and dance at the Oaks.

ROW 1: Frazier, Jam, Allen, Robbins, Kelly, Harwood, Baker, Peabody, Long, Argabright. ROW 2: Guglielmelli, Webb, Bush, Brown, Mitchell, Ganz, Tichy, Bentino, Huesers, Garman. ROW 3: Amick, Neild, Firmby, Cawley, Carlson, Weisenberg, Chilson, Stahl, Cram, Jay, Sudbury, Wright.





ROW 1: Steiner, Bundenson, Cross, Lanford, Arhendes.
ROW 2: Lucksinger, Advisor, Carter, Mellon, Spaulding, House.

THE ALPHA PHI SIGMA society serves as a service organization, aiding at registration time in directing freshmen to their proper places, in helping out at the information desk and in distribution of schedules, and assisting at other functions.

Social activities of the Alpha Phi Sigma included numerous gatherings at the homes of members for refreshments and public speaking practice. During the latter part of the year the society sponsored a number of dinners for those interested in hearing its various speakers.

BRUCE LANGFORD
President



ARGYLE CROSS
Secretary-Treasurer



ALBERT CARTER
Vice-President



Alpha Phi Sigma

Alpha Phi Omega



WES WILSON
President

ROBERT KIMBALL
Vice-President

ART DUSENBERRY
Secretary

ROBERT SWITZER
Treasurer

THE FUNCTION of this fraternity is to render service to the college in order to relieve employees of heavy burdens placed on them during such times as registration, and to help students check out of school at the end of the year. However, the services of the fraternity are not confined to the college alone.

Service activities performed by the fraternity during the year were the sponsoring of the Cal Poly Film Society and the preparation of Poly Royal pictorials for mailing.

ROW 1: McAdams, Williamson, Lemon, Anderson, Harding, Knadler, Shepard, Switzer, Bittenger, Wong, Gay. ROW 2: B. George, W. George, Miller, Lucas, Gove, Askins, Neild, Taylor, Weisenberg, Larahorn, Elston, Wilson, Dusenberry, Regan, Weishar, Johnson, McMartin, Dave Cook, advisor.





ROW 1: Morton, Burris, Holm, Ferrari, Centola, Beal, Phillips, Delawie, Hammill, Rush, Amend, Belli, Rubin. ROW 2: Litzie, Burnworth, Meyeda, Rhinehart, Wright, Pollock, Balsa, Franklin, Dillbeck, Mears, Muto, Lowe. ROW 3: Ricker, advisor, Armann, Chartrand, Webb, Vosburgh, Gould, Calander, Tonge, Harper, Bevington, Dusenberry, Edson, Prokopow.

THE ARCHITECTURAL ENGINEERS, a closely knit, active bunch, spent most of the year working toward the establishment of their fraternity. Almost, they were the first Poly frat to have a house, but a zoning restriction postponed their dream. They built a scale relief model of the new Poly campus, visited the Monterey peninsula to view modern architecture at work, constructed a spectacular Poly Royal lounge and exhibit, and sponsored the Poly Royal Coronation Ball to name a few of their many activities.

DON EDSON
President

CARL AMEND
Vice-President

MEL CALANDER
Secretary-Treasurer



Architects

Horticulture



BOB GEORGE
President

LEE POWELL
Vice-President

WAYNE BITTENDER
Treasurer

LARGER SPACE for better gardening conditions keynoted the expansion program set forth by the Horticulturists. Early in the year, the Horts enjoyed a weiner roast at the county park, and, later began plans for the Poly Royal. Always an asset to the Country Fair, the Horts held their annual flower show, "Floral Empire," which featured between 750 and 1,000 potted plants. At the carnival, the club sponsored a phonograph record smashing booth. Far from being stay-at-homes, the club toured the Los Angeles area during the Easter vacation, and made a trip to Santa Barbara to study gravel culture or soil-less gardening.

ROW 1: Graves, Angle, Furuichi, Ahrendes, Lynn, Smith, Pitts, Bittenger, Switzer. ROW 2: George, Hill, Costa, Elliot, Brown, Hartman, Neil, McEvoy, Labadie, Houk, Regan, Lepley. ROW 3: Gottlieb, Griffiths, Wilkins, Dixon, Tritenbach, Jolly, Sideris, Franciosi, Santalla, Hedges, Aarset, Harding, Powell, Cruse, Mullin, Mattson.





ROW 1: Sampson, Littman, Bettendorff, Robinson, Renihan, Maitland, Solferino, Meyers. ROW 2: Harry Wolf, Advisor, Luxton, Erhardt, Murray, Hubbard, Williams, Jenkins, Arnold, Mills, Ellis Roney, Advisor, Clarence Radius, Advisor.

WILLIS STALFORD
President

ROD MEYERS
Vice-President

GEORGE SAMPSON
Secretary

ROBERT HUBBARD
Treasurer

THE PURPOSE of this organization is dissemination of knowledge of the theory and practices of electronics, communications, and other related fields of science and engineering, as well as furtherance of the professional development of the student. During the past year the Radio Engineers heard the following guest speakers: J. P. Riebel, of the English department, who spoke on "Job Hunting Through Letters," Dr. B. E. Shackleford, national president of the I.R.E., and H. M. Whittenton and D. E. Marston of the General Electric Co. Members of the club attended the I.R.E. West Coast convention in Los Angeles September 30, and October 3, 1948, and toured the major electronic and television industries of Los Angeles.



I. R. E.

Block P



RUSS BARR
President

JOHN WRIGHT
Secretary

BOB BABICH
Treasurer

THE BLOCK P SOCIETY of the college was organized in 1921 and has continued as an active organization for lettermen since that time. With the growth of the group it became necessary this year to reorganize the administration of the society into an elected executive body which represents the various sports in which the school participates. The major event of the Block P year is the annual "Spring Fling" which includes an overnight initiation ceremony at the county park followed by a breakfast barbecue and a neophyte "hop" in downtown San Luis Obispo.

ROW 1: Barr, Guglielmelli, Janigian, Coghlan, Gutierrez, Nomura, Strait, Lee, Risling, Jones, McGrath, advisor. ROW 2: Schroeder, Dutcher, Ricci, Hume, Widle, Martinez, Rogers, Gomes, Wright, Bethel, Moroski, Babich, Phillips, Gerry, Ross, Seminario, Croce, Frye, Bocker, Lowe, Hobbs.





ROW 1: Ghahremani (Iran), Mohsenin (Iran), Bina (Iran), Weichsel (Mexico), Levi (Canada), Fathe-Aazam (Iran), Barrenechea (Mexico), Alexander (Mexico). ROW 2: Urioste (Bolivia), Ralph Dilts, advisor, Hass (U.S.A.), Torleif-Norheim (Norway), McCarty (U.S.A.), Chatterjee (India), Pino (Bolivia), Taylor (U.S.A.), Tagachi (Hawaii), Steiner (Switzerland), Guillen (Mexico).

THE INTERNATIONAL RELATIONS club's primary purpose is to further the betterment of world understanding through the discussion of culture, customs, and the social and political problems of the different countries of the world. To this end, all foreign and American students, with a background in world affairs, are encouraged to present their ideas and experience at the semi-monthly meetings of the club. The club was active in the drive for the World Student Service Fund, of which one of its members, Ahmadali Ghahremani, was chairman.



SHIDAN FATHE-AAZAM
President



ROBERT TAYLOR
Secretary-Treasurer



FRANCISCO
BARRENECHEA
Program Chairman



ERWIN WEICHSEL
Publicity Chairman

International Relations

Crops Club



JIM MUNSON
President



DIXIE MITCHELL
Vice-President



HAROLD HILTON
Secretary



STEWART PORTER
Treasurer

COMBINING field, fruit, and truck crops majors, the Crops Club became one of the largest and strongest organizations on the campus. The two stag parties that started and ended the year's events were spiked with athletics and refreshmentized bull sessions. At the Halloween party, novel skits were produced, and Queen Dorothea Harding reigned over the Almond Blossom party in the spring. Regular business meetings were crowded, through the efforts of president Jim Munson and Vice-president Dixie Mitchell, who saw that movies covering football, crocodiles, and bathing beauties were always on hand.



Who knows what liquid lurks in these barrels? These members of the crops club know.

President Jim Munson crowns Mrs. Dorothea Harding queen of crops at the spring party.



Queen Dorothea poses with her subjects during her evening's reign at the spring fling.



Mrs. Harriet Mitchell is the slightly embarrassed recipient of the door prize presented by Don Chambers and Dixie Mitchell.

ROW 1: Anderson, Jones, Carrol, Strathearn, Allen, Ryan, Straight, George, Evanich, Hutchinson, Croul, Cole, Murphy, Cox. ROW 2: Lambreth, Brothers, Robinson, Daly, Collett, Carricaburn, Eccles, Whitney, Hartly, Koster, Haskell, Van Schaack. ROW 3: Baldwin, Nimmo, Armstrong, Frazier, Strathearn, Strathearn, Kunkle, Silva, Evans, Brien, Kimball, Kough, Nye. ROW 4: Koch, Smithson, Morrison, Levering, Nielson, Mainvil, Towne, Wasse, Kemp, Winkler, Bower, Nielson, Tretheway, Lougden, Nogler, Benbow, Livingston, Tidwell, Blockwood, Roark, Stock, Atwood.



Gamma Pi Delta



FRED MORGAN
President

THOMAS BOLES
Vice-President

HARRY ENDO
Secretary-Treasurer

GAMMA PI DELTA was one of the first fraternities to be established on the Poly campus. The group is an honorary agricultural organization, with membership based upon scholarship and active participation in student activities. The year's activities were concluded with a spring initiation and a beach party.



ROW 1: Murphy, Lynn, Endo, Fleming, Hilton, Romiguere, Boles, Beck. ROW 2: Barlow, Kennedy, Clark, Brewster, Lupo, Chaney, Strathearn, Schaub. ROW 3: Morgan, Wayne, Dooley, Voris, Holmes, Miller, George, Heinrichs, Cross, Bundensen. ROW 4: Read, Mapes, Shoemaker, Cates, Carter, Gibson.



ROW 1: Danielson, Caswell, Sampson, Baker, Baggao, Ray.

ROW 2: Lambard, Gustafson, Combs, Giddens, Crouse, Essig; Advisor, Kellen.

CAL POLY CHRISTIAN FELLOWSHIP is a group of students of the college who attempt to promote an international Christian fellowship among Cal Poly students through weekly Bible studies and daily prayer meetings, and to form fellowships with other clubs of this type. A joint meeting, held with the San Luis JC with Melvin J. Friesen as guest speaker, was held in October. In December, the Mt. Vernon IVCF Christmas Conference was held at Santa Cruz with representatives from Stanford, UC, San Jose State, and COP.



JASME BAGGAO
President



DON CASWELL
Vice-President



WILLIAM WALTERS
Secretary



ROY FORMBY
Treasurer

Christian Fellowship

Penguins



JACK GASSEL
President



ED NITENSEN
Secretary



VIRGIL FOUTES
Treasurer

THE POLY PENGUINS make a lot of noise and are an active campus organization. These cyclists turn difficult tasks into amazingly simple ones. They control traffic at football games, escort rally parades, and provide entertainment thrills. Their hill-climbing event at Poly Royal was the first exhibition of its kind to be presented on the Poly campus. According to the American Motorcycle Association the Penguins are one of two motorcycle clubs recognized among colleges in the United States. As warmer weather drew near, the Penguins could be seen heading over the horizon on a hare and hounds chase, or making a road run to a secluded spot for a barbecue.



Poly Penguins lead the mile-long motorcade prior to the rally at the Santa Barbara-Cal Poly football game.

Cyclists take it easy after a successful job of escort duty.



Road Captain Frank Slaven leads his group through the tules at the Morro Bay State Park.



Joe, Nitenson, Grover, Slaven, Van Zant, Young, Hull, Andersen, Simpson, Johnson, Christeansen, Compton, Fouts, Brown, Hamilton, Hayslip, Hoffmeister, George, Gassel.



Los Lecheros



FRED VORIS
President

RAY HOUSE
Vice-President

ROBERT CLARK
Secretary-Treasurer

A TOTAL of 125 students comprises the membership of Los Lecheros. This organization was formed in 1932 and in 1934 adopted the name, Los Lecheros (the dairymen). Each year the club chooses two outstanding dairymen for honorary membership. This year at their annual winter banquet two outstanding state dairymen, A. M. Ghormley, vice-president of the Carnation Milk Co., and J. H. Sawyer, San Joaquin valley Jersey breeder were named honorary members of the organization.

ROW 1: Rutte, Sawyer, Strong, Young, Mahoney, Wilkinson, Marlott, Cardoza, Olsen, LaSalle, Clark, Lee, Kirbler. ROW 2: Hansen, Brownlee, Drumm, Christensen, Bellefeuille, Thorne, Wayne, Cobb, Van Mouwer, Gay, Hoffman, Chaney, House, Dooley, Mellon, Tuggle, Sefeda. ROW 3: Roumiguere, Barba, Ebner, Sexauer, Upton, Atkinson, Hickman, English, Hunt, Gillen, Peterson, Atkinson, Coombs, Voris, Preston, Fricke. ROW 4: Knadler, DeCamp, Johansen, Milligan, Albright, Hamlon, Swift, Tilden, Woodside, Milich, Armstrong, Beedle, Hill, Gibson, Meach, Massera, Buchanan, Barker, Woods, Warnholz.





ROW 1: Peterson, Rugge, Coyle, Watson, Turner, Lakey. ROW 2: Bancroft, Mecer, Schmerschl, Falbo, Bellows, Allen, Acampora, Lewis, Haudenschild.

BECAUSE IT LOST two of its Piper Cubs during a wind storm in April, the Mustang Flying Association ranks as the most unlucky club on the campus. An ill wind blew one of the planes on top of another, totally wrecking one plane and doing considerable damage to the other. The Mustang aviators are composed of Poly students and members of the faculty who are interested in flying. The club attempts to provide both flying at low cost and aid non-licensed flyers in obtaining their flying permits.

JACK WATSON
President

GEORGE RUGGE
Vice-President

HARRY BELLOWS
Treasurer

ALDEN TURNER
Advisor



Mustang Flyers

Poultry



BRYSON BEESLEY
President

GEORGE HOVELY
Vice-President



RICHARD CAMBELL
Secretary-Treasurer

THE POULTRY CLUB is composed mainly of Poultry majors who try to familiarize the members with the new developments and management in the field of poultry. During the past year the poultrymen took trips to northern and southern parts of the state to view the practical methods used in the poultry industry. The club also had guest speakers to create more enthusiasm and better standing among poultry ranks. Numerous picnics and gatherings marked the social activities of the club. Their annual Turkey banquet was sponsored during the Fall quarter and their yearly chicken fry during the winter session. The club also held a very successful "Tropical Holiday" dance.



ROW 1: Stagis, Ames, Ingram, Pate, Yonamine, Nomuro, Fujimoto, Aragunde, Blauert, Reyna, Steiner, Baggao. ROW 2: Moldave, Goodman, Howard, Van Etten, Welma, Thomas, Rogo, Bundensen, Tucker, Steiner, Beesley, Rop, Wall, Rittenhouse. ROW 3: Weber, Crittenden, Blackman, Sendall, Roop, MacCormack, Cross, Martin, Ito, Hovely, James. ROW 4: Session, Finn, Caldwell, Cowie, Floden, Widle, Morrison, Hanely, Cline, Tomasevick, Iverson, Mason, Winn, Cunningham, Carter, McCabe, Larssen, Campion, R. Leach, advisor, Peck, L. Sankoff, advisor.



ROW 1: Campbell, advisor; Reddick, Parsons, advisor; McCabe, Merson, advisor; Carricaburu, Avila, Tucker, Smith, Schiedler, Porter, Thomas. ROW 2: Morgan, Morse, Coyes, Thomas, Ghahremani, Dossetti, Marasco, Jenkins, Dodge, Starnater, Kennedy, Clay. ROW 3: Dunn, Jahr, Nielsen, Heinzen, Johnson, Pellisier, Kirkpatrick, Mickelson, Caldwell, Wallace, Remund.

HIGHLIGHTED by the visit of Bill Fisher of the Pacific Gas and Electric, local farm power advisor, the Agricultural Engineers started the year with enthusiasm. Later in the year, a movie on water conservation brought out discussion concerning the water shortage that occurred on the coast last year. In the main, the Ag Engineers spent a good deal of their time in fulfilling the organization's objectives, to promote the science and art of Agricultural Engineering and to encourage research and development in the field.



EVERETT JAHR
President



LUCIEN COSTEDOAT
Vice-President



DICK KIRKPATRICK
Secretary-Treasurer

Ag Engineers

Boots & Spurs



GEORGE NEILSON
Vice-President



DON BOWER
President

CLINTON CATES
Secretary-Treasurer

THE 225 MEMBERS of Boots and Spurs club are Animal Husbandry majors who aspire to further the extra-curricular activities of the department and to promote better understanding among the students and persons interested in the livestock production field.

The club has carried the green and gold to many of the collegiate rodeos in the west, among which was the meet at Tempe, Arizona, where the boys took first honors and the Cow Palace at San Francisco, where they took second place. Boots and Spurs club also holds the annual Poly Royal barbecue, sponsors the intra-collegiate judging contests, and arranges the Poly Royal rodeo.

Hereford cows on dress parade file past the reviewing stand at the first annual J. I. Thompson field day judging contest.



A group of neophyte judges examines a trio of Southdown lambs.



J. I. Thompson maneuvers these Poland-China sows into position for the benefit of the judging contestants.



An Aberdeen-Angus heifer submits to an inspection of her back, flanks and loin.





DALE DANIELS
President

WAYNE CROSBY
Vice-President

ERWIN GOVE
Secretary

BILL CHASE
Treasurer

WES WILSON
Social Chairman

ARON ABRAHAMSEN
Editor of Conductor

Poly

THE POLY PHASE club has one of the largest memberships of any organization on the campus, and rightfully boasts of being one of the most helpful clubs of the college. Members not only aid in the various events that take place on the campus, but also help out in securing employment for new students. During the winter quarter, it held a barbecue and sponsored a smoker which featured movies, wrestling, and speakers. A field trip was taken to the bay area where members saw the cyclotron at the University of California. The club also published its own newspaper, the "Poly Phase Conductor."

ROW 1: Fong, Chew, Harper, Hennigen, Cotten, Kolar, Daly, Carlson, Bouchard, Crosby, Berkowitz, Ladd, Abrahamsen. ROW 2: Dang, Jackson, Delvey, Garfield, Tucker, Larkins, Oliver, Forbes, Cambell, Meyeda, Swanson, Bettendorff, Hillman, Weishar. ROW 3: Daniels, Oneto, Swingle, McAdams, Gove, Anderson, Aboudara, Whitesell, Lucas, Ridenour, Ray, Jacobs, Bowen; Glover, advisor; Roy, advisor.



Phase

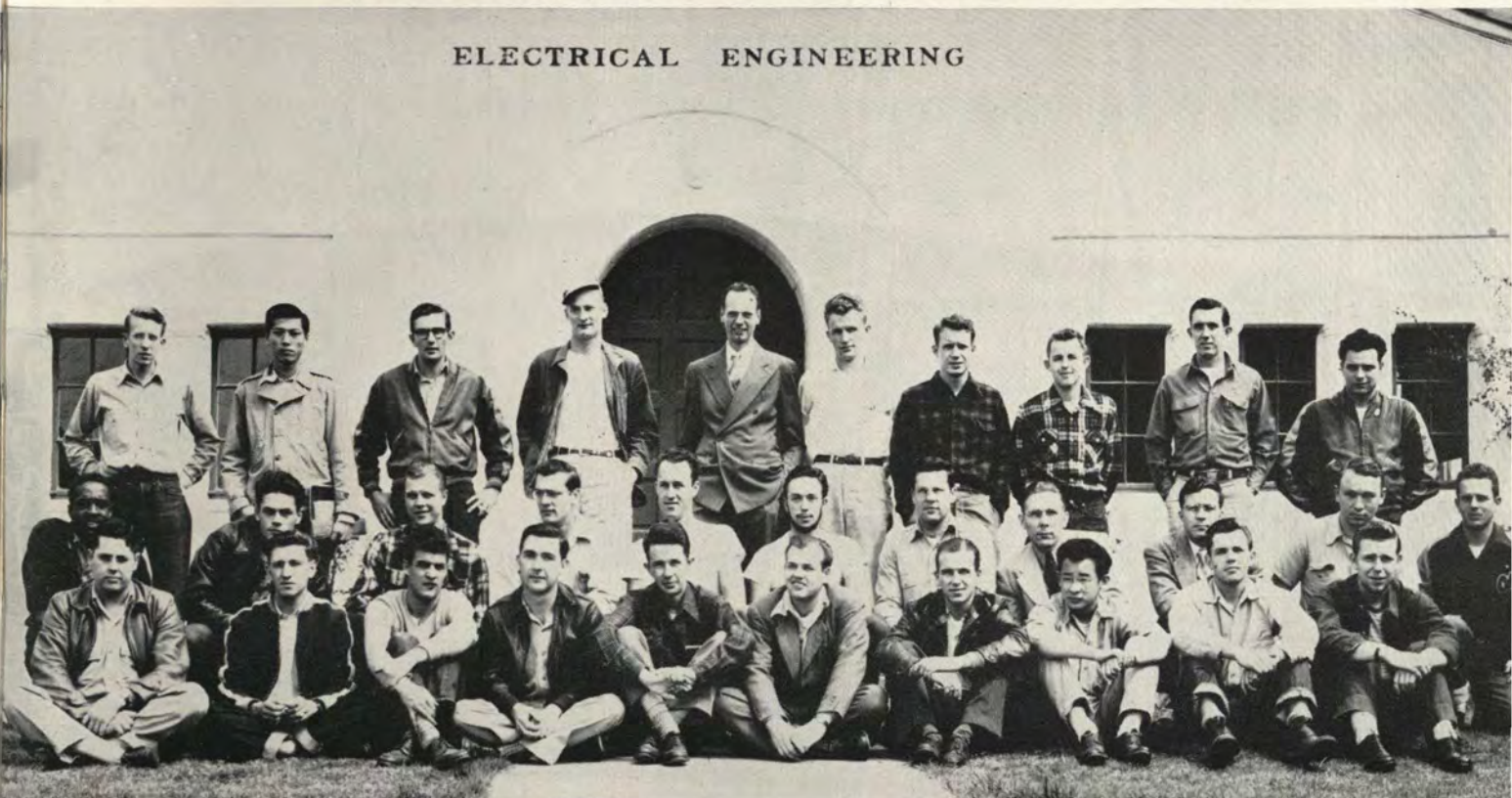
Harold Jacobs, Deane Aboudara, and Harold Garfield show interest in the fractional horsepower rotors at the new G. E. plant at San Jose.



Herb Pedranti calls the attention of Neil Thompson to the control panels at the P. G. and E. sub-station at San Francisco during the spring field trip.

ROW 1: Thoma, Grove, Tucker, Wilson, Barrett, Ham, Giles, Hubbard, Jacobs. ROW 2: Jackson, Southern, Littlefield, Ostrem, Gove, Steuck, Cool, Langill, Barrass. ROW 3: Wilson, Won, Anderson, Hennigan, Anderson, Smith, Gaddis, Erret, Acosta, Compton.

ELECTRICAL ENGINEERING



Maintenance Engineers



MELVIN GALER
President

DEAN VAN ZANT
Vice-President

ROBERT WILLIAMSON
Secretary

GLENN GILLETTE
Treasurer

A NEWLY ORGANIZED club, the Maintenance Engineers found themselves popular when construction work was needed. Poly Royal was the rush and the maintenance men were responsible for many of the contest booths, and Queen Donna's lofty dais and throne. The group also built a campus automotive repair garage and takes the credit for the college's name appearing on the hangar at Poly's airstrip.

ROW 1: Ryan, Van Zant, McManus, Galer. ROW 2: Simmonette, advisor, Williamson, Bingham, Masters, Wiatt, Pletcher.





ROW 1: Fox, Coyle, Engler. ROW 2: Lefever, Hume, Hardy, Dykman, Gandy.

THE CHI SIGS, the first social fraternity in the college's history, faced many new problems which caused organization to be slow, yet it was able to hold its initial banquet at the Anderson Hotel in order to look over the ten new pledges selected by the seven charter members. Guest speaker of the evening was Thomas Zilka, who explained the good that fraternities can do in bettering school spirit and enthusiasm. Although the Chi Sigs were still without a house, prospects were favorable, and hopes were that summer will see them materialize.



FRANK FOX
President

JERRY LEFEVER
Recording Secretary

VINCE HARDY
Corresponding Secretary

BILL HUME
House Manager

Chi Sigma Phi

Bowling Club



EARL JAM
President

CARL JORGENSEN
Vice-President

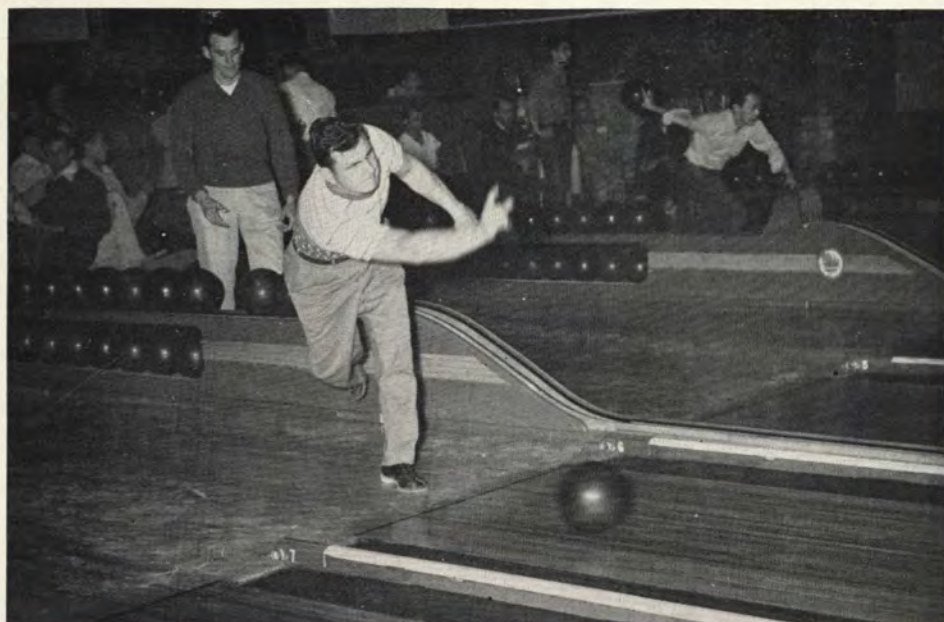
OSCAR BETTENDORFF
Secretary

BOB CROCE
Treasurer

EARLY IN THE FALL the Bowling League got off to a good start, with 16 teams competing for the top spot. Leading the league at this writing is the M. E. Club with 71 wins to 21 losses. So far there has not been a perfect 300 score, but there have been some good 200 totals. The league has doubled over last year's eight teams, and when the contest closes there will be a barbecue for members and guests.

ROW 1: Born, Bettendorff, Howard, Jam, Henkel, Stark, Macias, Brown, advisor. ROW 2: Ehrlich, Butler, Stuart, Stevens, Dang, Bush, Johnson. ROW 3: Bracker, Chu, Caldwell, Henry, Oyler, Kalenborn, Palmer, Jorgensen. ROW 4: Wilson, Crosby, Olney, Seller, Combs, Armann, Placer, Croce, Dickman, Clanton, Bante.





Virgil Oyler, high average leader, delivers another strike.

ROW 1: Pederson, Hogan, Garmen, Pike, Saunders, Culbertson, Good, Bolland. ROW 2: Jones, Weskamp, Fields, Baker, Pearson, Harwood, Lang, Cowie, Cambell, Cambell. ROW 3: Weir, Clayton, Rush, Rassmussen Williams, Jones, George, George. ROW 4: Dang, Costa, Arnold, Bingham, Schrieber, Chatters, Smith, Carley, Miller, Courtwright, Mason.



Radio Club



CLIFF FISHER
President

TONY SOLFERINO
Vice-President

EUGENE IRELAND
Secretary-Treasurer

THE RADIO CLUB in its second year of operation has 21 members licensed by the Federal Communications Commission. The club was organized last year to give holders of amateur radio licenses an opportunity to further their activities while at Poly. During the past two years the membership has been able to develop a good organization possessing a modern amateur station. While not too well known, the club has spread knowledge and aroused curiosity about Poly throughout the nation and foreign countries through the medium of its station, W6BHZ.



ROW 1: Wheeler, Weidemann, Nahman, Davis, Chandler, Palmer, Fisher, Fujimoto. ROW 2: Harry Wolf, advisor, Solferino, Ireland, Hobbs, Wilson, Piedmonte, Newell, Robinson, Gerald Petersen, advisor.



ROW 1: Landry, Pendleton, Jacobson, Anderson, Frost, Macias. ROW 2: Baldwin, Cadena, Dooley, Coleman, Mori, Pendleton, advisor.

THE CAL-POLY YMCA, a Community Chest affiliate, is a democratic fellowship composed of students and faculty of various races and creeds united together in common brotherhood. It is one campus organization in a national and international movement composed of 350,000 students in 3000 colleges in 45 countries. The "Y" was established at Cal-Poly in January 1947 to supplement a technical and scientific education with the moral and social implications of a well-developed life.

HALL LANDRY
President

DUANE BALDWIN
Vice-President

RAY ANDERSON
Secretary

JOE MORI
Treasurer



Y. M. C. A.

Ski Club



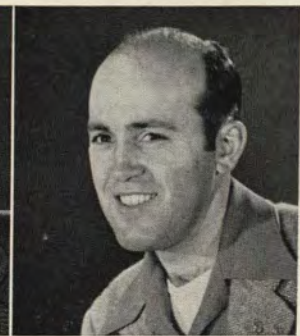
CHARLES HENKLE
President



ED LITTMAN
Vice-President



BEN RADDATZ
Secretary



OSCAR BETTENDORFF
Treasurer

IF CAL POLY SKI CLUB members have anything to say about it, the next sport to be recognized on the Poly campus will be skiing. An enthusiastic Ski club is going all out to see that representatives carry the Green and Gold colors in intercollegiate ski meets in the near future. The club has taken many trips to Badger Pass and other ski runs in the High Sierras to gain experience. The club formed three years ago has been active in social activities since its inauguration. Members of the club participated in sponsoring one of the best dances of the year, the Christmas formal last December with Queen Donna Grace Burbage in attendance.



Ski clubbers come to the end of an exciting run at Badger Pass.

Joe Bodie, advisor George Roy Aron Abrahamsen and Ed Littman pause happily before leaving the snow country for campus studies.



Bartenders Bettendorff, Gage, Fitchett, Miller and Raddatz stand in readiness to serve thirst quenching cokes at the winter formal sponsored by the club.



Oscar Bettendorff swings into a stem christie after a hair-raising run.



ROW 1: Picard, Aarset, Robinson, Littman, Howell. ROW 2: Newell, Bettendorff, Nomura, Gorczyca, Pendleton, Wohlers, Clark, advisor. ROW 3: Swanson, Henkle, Abrahamsen, Till, Fitchett, Gage. ROW 4: Knipper, Truesdell, Hartman, Benson, Raddatz, Cox, Barrett. ROW 5: Lawhorn, White.



Young



VINCE HARDY
President

BUD LEE
Secretary

BOB KIMBALL
Vice-President

RAY VERNON
Treasurer

CAL POLY'S CHAPTER of Young Farmers, in close competition with six other chapters of the South Coast region was awarded the coveted California Bankers Association plaque for being the most outstanding chapter of this region. At the State Young Farmers Association convention held at Fresno in February, Vince Hardy was elected president of the South Coast region. Bob Bowman was elected secretary of the State association. The Poly Young Farmers has an active membership of 126, and membership is open to all students in the college.

ROW 1: Trescone, Lee, Vernon, Johnson, George, Graham, Sexauer, Brothers. ROW 2: Beck, advisor; Lidderdale, Barlow, Hardy, House, Haskell, Fox, Knadler, Atwood. ROW 3: Fath-Azam, Emerson, Davies, McDonald, Wassel, McCreary, Larsen. ROW 4: Potter, Rider, Iverson, Coleman, Moore, King, Albright, Milligan.



Farmers

Outstanding chapter presidents Charles Misuraca, Dixon; Leo Yates, Colusa; Robert Ripley, Carothers; Edward Bonnet, Mt. San Antonio; and Vince Hardy, Cal Poly, display meritorious awards received at the state Young Farmer convention in Fresno. The Cal Poly chapter won the Bankers Award as the outstanding chapter in the South Coast region.



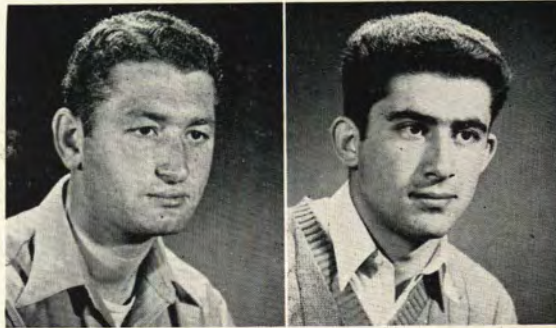
After a hearty dinner, 1948-'49 State president, Herluf B. Fries delivers his address at a banquet honoring the Cal Poly chapter of the California Young Farmers.



Cal Poly Young Farmer officers pause before conducting another meeting. Left to right are Bob Bowman, Bill Potter, Harold Peck, Bud Lee, Vince Hardy, Bob Kimball, and Ray Vernon.

WSSF Committee

AHMADALI GHahremani
President



SHIDAN FATHE-AAZAM
Canvasser

A WORLD Student Service Fund drive was conducted on the Cal Poly campus in April by a group of students concerned with the plight of young people in foreign countries who are finding it difficult to acquire an education because they lack funds for proper food, clothing, shelter and medical care. The drive was directed by Red Ghahremani of Persia, and students agreed that WSSF boosters did a first-rate job of promotion. By the time all receipts were in, the contributions totaled near the \$300 mark. To show their thanks for Mustang support, members of the WSSF drive committee sponsored a "Thank You" dance in Crandall gymnasium featuring superb intermission entertainment.

ROW 1: Ghahremani, Fathe-Aazam, McCarty, Barrenechea, Goodman, Landry, Pendleton.





ROW 1: Nelson, Harnack, Watts, Marble, Weller, Spaulding. ROW 2: Anderson, O'Hara, Wheeler, Wetzels, Hawly, Truesdell, LaRosa.

THE MECHANICAL ENGINEERING Society became one of the most publicized clubs on campus mainly through the accomplishments of four of its members. Vice-president John Harnack took first place at a regional student SAE contest at Stanford in February. Keith Mikesell and John Collette finished as a thesis project a complete hydraulics lab. Jack Spaulding completed an engine test dynamometer in a similar project. As a group the club took many tours to steam plants and manufacturing plants. The club encourages closer association among M.E. students and stimulates interest in the various aspects of mechanical engineering.

KEITH WATTS
President

JOHN HARNACK
Vice-President

ROBERT O'HARA
Secretary-Treasurer



Mechanical Engineers

Printing

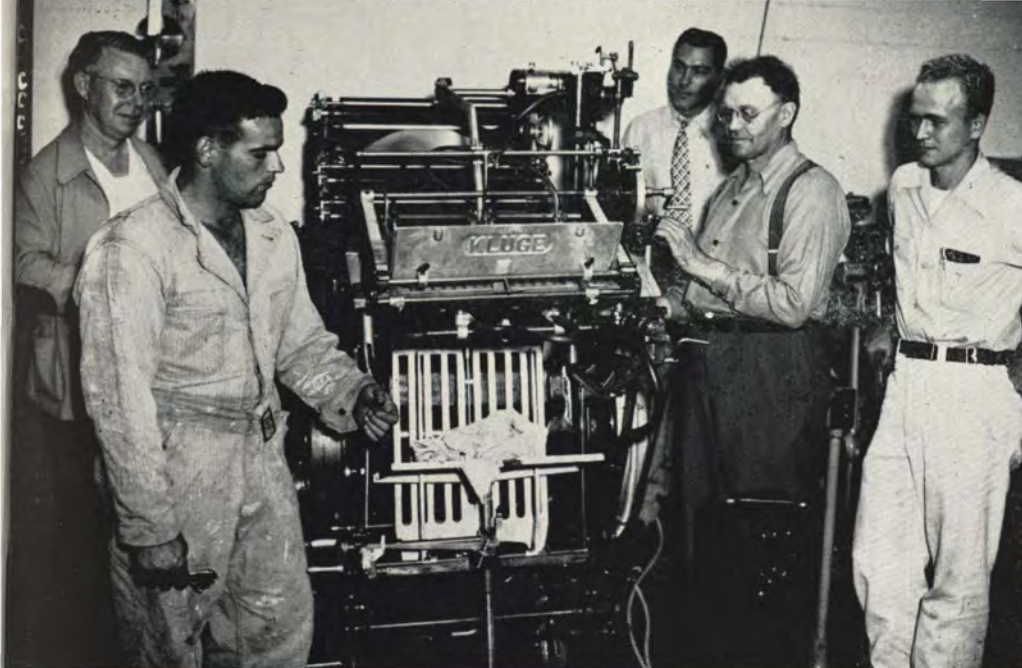


EMMONS BLAKE
President

ALTHOUGH THE Printing Club has not entered into the social life of the campus, it is still a close-knit organization. Since the formation of the club in 1947, the membership has doubled. The club will serve as host to the National Graphic Arts Convention to be held early this summer on the Poly campus.

ROW 1: Corob, Gould, Nitenson, Lippsis. ROW 2: Pederson, Saunders, Weir, Lindstrand, Thomas, Blesse.
ROW 3: Miller, Carley, Flannigan, Shaperio, Retty, Rasmussen, Baxter. ROW 4: Appleton, Chatters,
Blake, Culbertson, Advisor.





No time will be lost in getting this newly installed automatic printing press into operation.

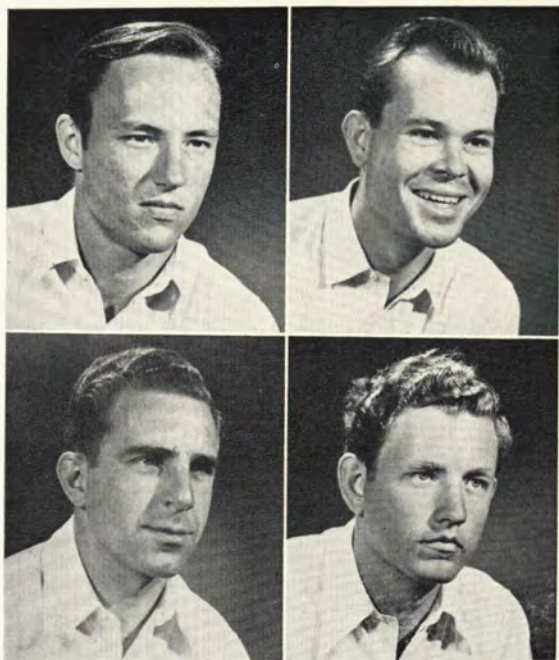
Inspecting the nearly-completed press are Bert Fellows, Jim Sorenson, Guy Culbertson, Bill Peterson and Bob Saunders.

President McPhee smiles proudly as Ray Rasmussen ably demonstrates how to hand feed a platen press as these guests look on: Mrs. Ray Arata, Mr. Arata, Neil Haggarty, Mr. McPhee, Bert Fellows, department head, and Mrs. Haggarty.



Printing club members and guests laugh at the four-bit gifts they exchanged at their first Christmas party.

Kappa Phi Delta



JACK ONETO
President

HAROLD AARSET
Vice-President

HAROLD GARFIELD
Secretary

WESLEY MACKEY
Treasurer

TO PERPETUATE scholarship and promote interest in all social and extra-curricular activities is the aspiration of every one of the 17 members of the Kappa Phi Delta fraternity. During the year, the society promoted the whiskerino contest and entered a booth in the Poly Royal carnival. In the fall, the fraternity journeyed to Santa Barbara where members dined and danced with coeds from the Gaucho institution. In the spring, the society held a barbecue for its members to climax the year's social functions.

ROW 1: Bengston, Tuck, Robinson, Hartmann, Aarset, Garfield. ROW 2: Billingsly, Barrett, Oneto, Evans, McBrian, Mackey, T. M. Rickensrud, advisor.



Rifle Club

"DO NOT try to shoot it out with a Poly sharpshooter," is the motto of the Cal Poly Rifle and Pistol club. An official sportsman shooting club, the aggregation has participated in meets against the University of Cincinnati, New Mexico A. and M. and Kings College of Pennsylvania and opposed many others in dual meets. To date the rifle team has given Poly something to cheer about, for it has come through with flying colors against some of the best rifle teams in the nation.



AL GORENBEIN
President



HARRY SPRATT
Secretary-Treasurer



ROBERT BROOKS
Range Officer

ROW 1: Spratt, Brooks, Willett, Hamby, Sexauer. ROW 2: Chillender, Anderson, Gorenbein, Ken Watson, advisor; Specht, Wheeler, Goodman. ROW 3: McNeil, Pembrcke, Coleman, Lady, High, McGee.



Dormitory



ories





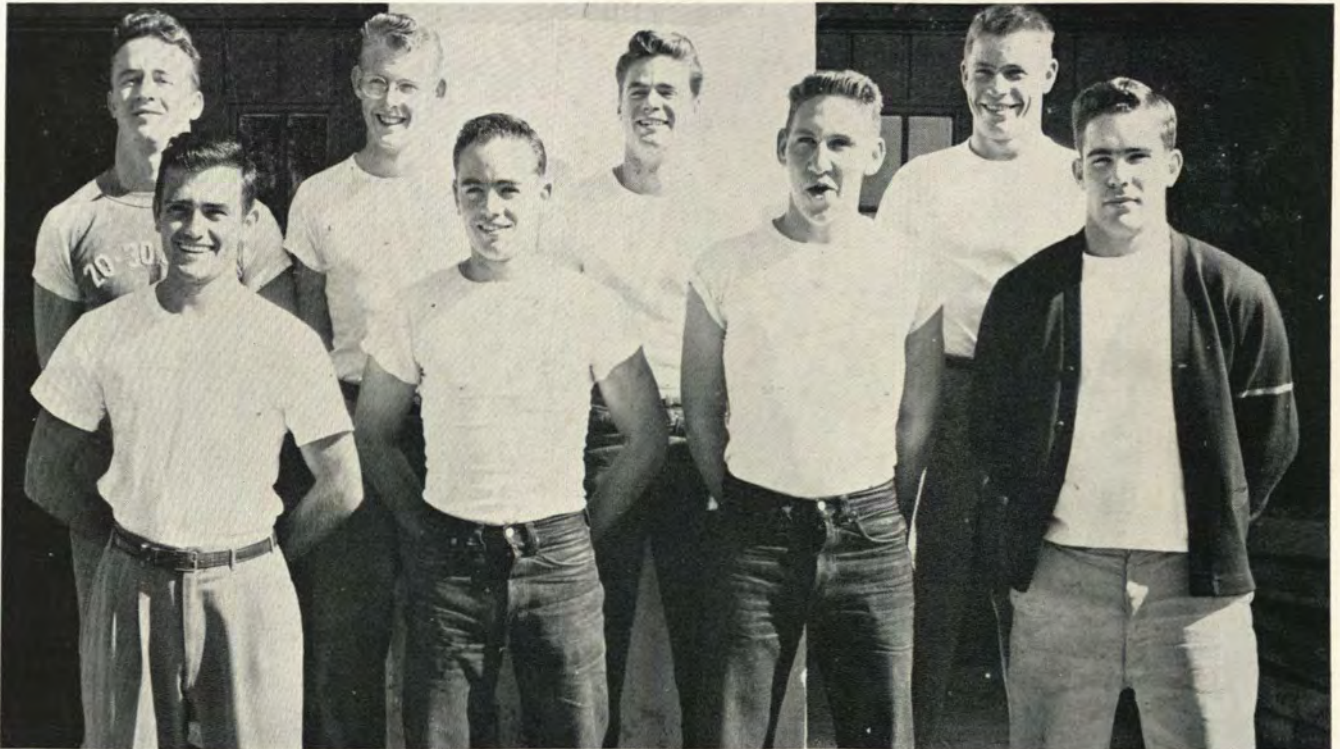
MAJOR J. C. DEUEL
Campus Housing

Major Deuel

THERE'S NOTHING static about handling campus housing. Major J. C. Deuel sees that all records are straight and that every man on the campus has a billet. Poly students and faculty appreciate the tireless efforts of Major Deuel and give credit, not envy, to his well-handled task.

Crandall Gym

UNIQUE among the dorms on the Cal Poly campus, is the "loft" above Crandall Gym. The attic has been employed as a residence for some of the P. E. majors. These boys should be fit for any contest after having come through the recent gym face lifting . . . unscathed.

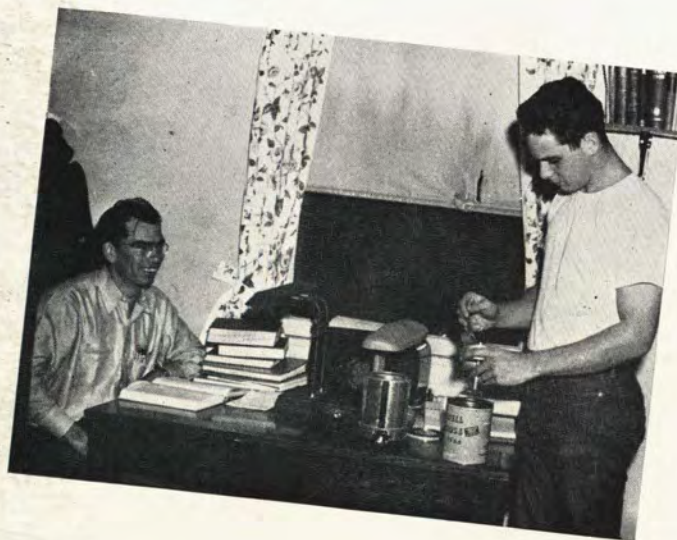


ROW 1: Giosso, Wilkinson, Levin, Kester. ROW 2: Bolin, Emerson, Aitken, Hobbs.



ROW 1: Gates, Ries, Highfall, Knexevich, Abbott, Geib. Row 2: Brux, Daw, Magginetti, Dearborn, Webb, Andersen. ROW 3: Spratt, Weber, Palmer, Harris, Piedmonte, Chadwell, Nolan, Baerresen, Moke.

JUST A doll's throw and a child's scream from Vetville reside the members of Mariner Hall. Every morning these boys awaken to the churning of washing machines and those family noises from Vetville. At the right Robert Morse watches while Harry Spratt makes a good pot of coffee.



Mariner

Chase



DOMESTIC Richard Polite nonchalantly irons his shirt while Sam Briggs finds homework more entertaining. Roomies in Chase Hall, they also find that being adjacent to chow hall No. 1 has its advantages.

ROW 1: McIntyre, Reyes, Schullstrom. ROW 2: J. C. Deuel, Bowles, McBrian, Thompson, Bettendorf, Abrahamsen, Sampson, Ray, McIntosh. ROW 3: Harding, Haskell, Zetkov, Robinson, Davies, Ostman, Dusenberry, Charles, Belleufille. ROW 4: Curtiss, Newell, Shorter, Falbo, Georgiou, Hansen, Formby, Campbell, McCreary, Goodhart.



Heron

THIS DORM FORMS the south corner of the domitory quadrangle. Heron Hall is also fortunate in its location, because the tennis courts are just to the rear of the dorm, making it no trouble at all for those early Sunday athletes. Bob Williamson drops his camera to tune in on Dancetime as he studies for the next day's exam.



ROW 1: Littman, Chittenden, Seitel, Lee, Kraus, Chiappone, Moore, Hiesser. ROW 2: Williamson, Fricke, Rush, Tilley, Taylor, Roberts, Bonner, Doyle. ROW 3: Whitney, Mottmans, Bethel, Burman, Miller, Coyle, Hagan, Moroni.





ROW 1: Baggao, Beington, Wells, Nield, Coyle, Witten, Potter, Van Dyke, Andreoli, Smith, Garner.
ROW 2: Cutler, Alexander, Honnigan, Whaley, Mackey, Atkins, Garner, Dodge, Morrel. ROW 3: Straub,
Tuck, Simpson, Oneto, Evans.



JESPERSEN Dorm, named after California's famed state senator, is known variously as Moron Manor or the Grandstand. Advantageously situated on the edge of the football stadium, its inmates need but journey to the north fire escape or open a window to view activities on the Mustang gridiron. Aero student Rod Eshenburgh (left) "escapes" momentarily from football games or inmates, and works on his striped, gas-powered model.

Jespersen



ROW 1: Lambert, Ottman, Bowman, Clark, Litzie, Tillotson, Ball, Nakatani, Stewart. ROW 2: Lyerley, Wicks, McPhaill, Simpson, Phillips, Babich, Ricci, Trescony. ROW 3: Livingston, Coghlan, Guglielmelli, Pappas, Lidderdale, Carroll, Tritenbach, Morosky, Gutierrez. ROW 4: Neil, Livingston, Frazier, Volders, Small, Hume, LeFever, Fox, Martin. ROW 5: Bruns, Costo, Barlow, Billingsley, Clark. ROW 6: Lum, Danforth, Gerry, Wilcox, Johnson, Edson, Pellissier, Swanson, Louth.

LIFE IN THE DORMS is never dull, and Jerry LeFever of Glendora is emphasizing that remark. But dormitory 'super' F. F. Whiting has other ideas, because each pull is fifty smackers!



Deuel

Catalina



SITUATED RIGHT NEXT to the new baseball diamond, Catalina Hall is practically a ring-side seat to the seasonal contests of the Mustang nine. However you'd never know it from entrepreneurs Conkling and Dorgan of the C and S Development Company whose motto is "No job too big" . . . in fact, no job now!

ROW 1: Delvey, Vosburgh, Coffey, Mason, de la Garza, Barrenechea, Murray. ROW 2: Campbell, Bottenberg, Waterman, Sutton, Thurman, Buchanan, Hosmer. ROW 3: Nitenson, Hawkins, Bolland, Belli, Hollister, Petersen, Strait, Bergst, Sexauer.



Dauntless

MEMBERS OF Dauntless dorm are apt to stumble over scrap iron, engine blocks, old chassis or most anything in their struggle to get to the door by way of the unofficial "Poly Garage" that has emerged from the parking lot next door. These fellows are apt to cuss every hot rod that ever peeled rubber. At the right engineer Gordon Fawcett manipulates his slide rule while John Cluff keeps one eye on his problem, the other on what's brewing on the hotplate.



ROW 1: Petersen, Love, Danielson, Clanton, Berkowitz. ROW 2: Rudden, Derrico, Rummel, Wong, Tarke, Cluff. ROW 3: Goldwasser, Anderson, Marlatt, Sepeda, Coombs, Ingram. ROW 4: Haire, Clayton.





ROW 1: Howell, Back, Christianson, Appling, Cobb. ROW 2: Caswell, Gage, Tretheway, Johns, Sullivan, Robart. ROW 3: Gill, Pilling, Wortman, Giorvas, Strathearn, Sidebotham, Hovley.

BUFFALO'S PROXIMITY to the Dispensary and the little red-haired nurse who works there furnishes ample material for expression of dorm pride. Showing his dorm pride is Bob Schovert who says, "Nuts to Burma . . . use Ajax, horses love it."

Buffalo





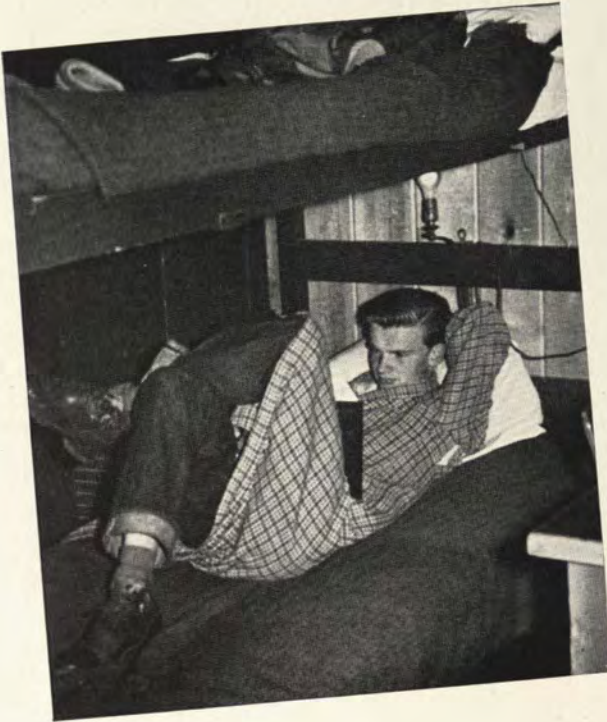
ROW 1: H. Mitchell, Fadler, Clifford, Andre, Brooks, Candler, Carlisle, J. Mitchell, Kirkling. ROW 2: Gow, Erwin, Tora, Hartman, Smith, Preston, Busher, Reynolds, Nixon, Hunter, Craig. ROW 3: Briggs, Steneck, Chabot, Olson.



BECAUSE OF ITS location between the athletic field and chow hall No. 2, Coronado has an ideal site. Not being averse to pets, Dick Kerkling proudly shows off "Spook," who has a reputation of being a corn-on-the-cob specialist.

Coronado

Avenger



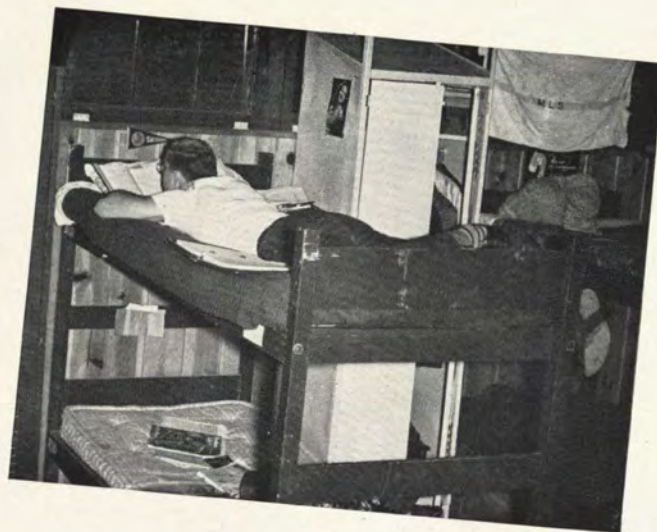
FOR ITS SIZE, Avenger dorm serves as a barber shop, study, rumpus room and sleeping quarter. Oh yes, some of the residents do manage to crack the books occasionally! Animal Husbandry student Burt Richardson takes a "crack" at one while lounging in what the well-dressed Avenger resident wears.

ROW 1: Tichy, Nelson, Acampora, Cambra, Gregory, Moffet, Pratt, Motoike. ROW 2: Westmorland, Brynkamp, Gemberling, G. Morrison, Martin, Reed, Focht, Aragunde, Warnholz, Brown. ROW 3: Danowski, Stetson, Snyder, Matthews, P. Morrison, Cobey, Heavy, Dowden, Corning, Tiernan, Mainvil, Mitts, Towne, Porter.



Helldiver

HELLDIVER, lying in the Hillcrest area, boasts many a man with hobbies and avocations, from pinboys to ex-wrestlers. And then Marshall Smith and his "sick" Dodge have kept the dorm in continual controversy. At the right, Leonard Rank does his studying the easy way in good Helldiver tradition.



ROW 1: Mackin, Turner, Mann, Laver. ROW 2: Giddens, R. Carricaburu, Dorr, Skee, McGargar, Gay.
ROW 3: Rank, P. Carricaburu, Smith, Boghosian, Hoyer, Butterfield.





ROW 1: Gabriel, L. McNeil, Ritter, Mason, Avila, Tiernan, Barlow. ROW 2: Gott, R. McNeil, Scott, Schmidt, Bays, Diekman, Dang, Hart. ROW 3: Hubbard, Kosmides, Borba, Fine, Niswonger, Mathlesen, Sendall, Massera, Hasman.



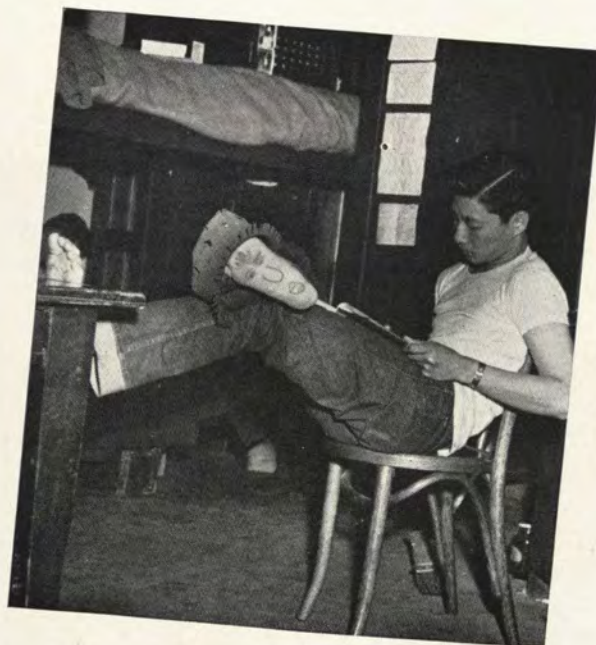
AIR-NAMED and air-minded, because of its group of Aero students, Seagull dorm stands overlooking the Poly campus from the crest of Poly View Drive. And when it's time to cool off, Seagull residents know how. At the left Benison Taylor eats a popsicle in his shorts while Leslie Mitchell, George Gregory and Bill Moffitt start a bull session.

Seagull



ROW 1: Brown, Shea, Hirsch, Williamson, Perkins, George, Mohsenin. ROW 2: Aguilera, Guillen, Van-Schaak, Bol, Atkinson, McCarty, Jacquiers, George, Weller.

BASKING in the shadow of the big "P" on the hill behind the campus, Wildcat dorm takes its place literally at the top of all dorms. One of its residents, Joseph Hee, does a bit of studying in the company of the face on the bottom of his foot.



Wildcat

Upper and



UPPER UNITS are twins of the Lower units. This trio of cottages houses for the most part dairy and ornamental horticulture students. The lawns are wonderfully soft and make an excellent playground for the tots of Poly Crest, much to the annoyance of would-be sunbathers of the units. At the left Dick Hutchinson packs for a trip. "Coming back's the best part of going away, though," comments Hutchinson.

ROW 1: House, Peel, Sawyer, Grimm, Cole, Olson, Lennon, Leslie, Hutchison. ROW 2: Powell, Young, Falls, Bowles, Mallory, Houts, Hansen, Murphy, Clark, McNish. ROW 3: George, Voris, Hobson, Pettersen, Elke, Wilson, Wills, Schuster, Cardoza, Smith, Milichy.



Lower Units



ROW 1: Fouts, LaSalle, Kelly, Anderson, Bertrand, McEvoy, Hass. ROW 2: Croce, Colombini, Acker, Whitney, Chapman, Kaester, Money, Twissleman. ROW 3: Smith, Norton, Frandsen, Harwood, Allen, Moldave, Donor, Cossitt, Combs, Griffin.

EVERY YEAR about Spring-time the Lower units are a popular place with their country club atmosphere. Also, residents of these units are seen and heard practicing lariat throwing at a defenseless wooden dogie. Kingpin of the units has been John Colombini, whose cluttered room fascinated visitors.



Las Higueras



LAS HIGUERAS the "townhouse" is the downtown dormitory section of Cal Poly. Nearness to the night life of San Luis Obispo more than makes up for the fact that the men have to leave the old sack to make an eight o'clock class just a few minutes earlier than campus residents. Listening to some record music are George Schroeder, Bruce Langford, Ollie Redden and Kenneth Quigg.

ROW 1: Knaus, Fowler, Kruse, Weidemann, Porturas, Thaanum, Randolph, Marshall, Rush. ROW 2: Larson, Stuart, Marasco, Elliot, Cooper, Pate, Rolfes, Langford, Van Biene, Willett. ROW 3: Jones, Quigg, Schroeder, Williams, Birk, Graham, Crawford, Starkey, Durson.



The Western Branch



ROW 1: Schlrigel, Garza, Reynolds, Wilson, Darby, Larson.
ROW 2: Stier, Ainsworth, Codekas, Tyrrel, Heinzen, Haley.

FOR THE alleviation of over-crowded dorms, a section of Camp San Luis Obispo has been set aside for student housing. Except for the long trek to and from school, the camp has become a haven for those who care to study in the peace and quiet (?) of the country. The dormitories were formerly psycopathic wards, nurses quarters, etc., of the Camp's general hospital.

A group of Camp residents gathers for an informal pose on the steps in front of the Administration building. More than 700 students call the National Guard camp, home.



Camp



Don Watts, supervisor of Poly Students at Camp S.L.O., gets in a little golf practice between herding students and coaching the college golf squad.

BARRACKS 314

ROW 1: Nye, Baldwin, Clark, Hoffman, Lutnesky, Veater. ROW 2: Brienon, Hunt, Porier, Rubin, Frapwell, Christopher, Graham. ROW 3: Roberts, West, Smith, Bevington, Biehn, Kirby.



BARRACKS 321

ROW 1: Laraguetta, Schultz, Ymada. ROW 2: Smith, Root.

San Luis Obispo

Camp San Luis Obispo's Brookes, Marshutz, Truesdell, Thomas, Henningsen combo enjoys a brief but noisy Sunday afternoon jam session. The combo owes its existence to the fact that its particular section of camp is sparsely settled.



BARRACKS 332

ROW 1: Schofield, Bradley, Carter, Hansen, Fairs. ROW 2: Jones, Fijimoto, Wong, Stanton, Tan.

BARRACKS 325

ROW 1: Arambel, Rogers, Grier, Bettencourt, Soares, Toomajian, Monroe, Johansen. ROW 2: Halac, Hubbard, Donaldson, Jackson, Hafner, Beekman, Stansfield, Hoover, Nichol森. ROW 3: Grothe, Avenell, Laabs, Burns, Faringhy, Barker, Reibsamens, Rilly, Daw.



Camp

Contacting Hawaii is attempted by this converted Navy aircraft radio, as Honolulu is Mickey Mowat's home. Room mate Kent Kough seems more interested in his pocketbook edition of "Journeyman."



BARRACKS 311

ROW 1: Guidotti, Kramer, Hamner. ROW 2: Maily, Lundbeck, Norton, Leach.

BARRACKS 303

ROW 1: Moffit, Tiernan. ROW 2: Hopkins, Acosta, Benson. Bingham.



San Luis Obispo



BARRACKS 319

ROW 1: Smith, Oshita, Rodriguez, Giles, Lakey, Marshutz, Truesdell, Williamson, Nelson, Chaban.
 ROW 2: Brookes, Matthys, Cawley, Evleth, Setzer, Henningson, Kingston, Schmid, White, Ferguson, Beckham.
 ROW 3: Thomas, Moss, Texdahl, Tonge, Swingle, Beam, Lawton, Wright, Rodriquez, Coates.

BARRACKS 317

ROW 1: Cook, Tudor, Weisgerber, Glass, Condo, Kaugh, Cespedes.
 ROW 2: Campbell, Schuyler, Courtwright, Buskirk, Dickson, Barbaro, Samman.



Quarters For 700



BARRACKS 330

ROW 1: Barto, Friccero, Wall, Ganz.
ROW 2: Webb, Chu, Wong, Dang, Ching.



BARRACKS 323

ROW 1: Jackson, Rhinehart, Johnson, Yamaguchi. ROW 2: Ryan, Fair, Thate, Littlefield, Agawa.

BARRACKS 331

ROW 1: Ham, Penneman, Powell. ROW 2: Gassel, Adams, Blackwood, Hagaard.



Are G. I. Issue

Leo Hofmeister and John Hamilton, hot-rod experts, do a little more tinkering and reading to get the latest dope on how to soup up the old iron.



BARRACKS 306

ROW 1: Heisinger, Vollen, Jacobs. ROW 2: Holm, Davies, Raymundo. ROW 3: Mize, McKenzie, Majarucon, Harber, Kline.



BARRACKS 308

ROW 1: Montero, Bidart, Kohlenberger, Peabody, Weskamp, Hill. ROW 2: Smith, Strickland, Ford, Hobbs, Palmer, Ireland.

Olive Drab Turns



BARRACKS 336

ROW 1: Marshall, Hiles, Winzer. ROW 2: Fyiel, Christiansen, Collings, Schreiner. ROW 3: Silva, Wild, Donnelly, Dugger, Yasukochi.

BARRACKS 322

ROW 1: Bruce, Long, Black. ROW 2: Patin, Arnold, Vollert, Mom. ROW 3: James, Faires, R. Baumbauer, Egan, B. Baumbauer.



To Green and Gold

A bit of relaxation can be had at Camp SLO's Little Corral, a close facsimile of the recreation room in the Ad building basement. These boys find that being behind the eight ball not only applies to stiff examinations.



BARRACKS 335

ROW 1: Pearce, Best, Lemman. ROW 2: Webster, Evers, Wymore, Lemke.



BARRACKS 324

ROW 1: Slaten, Fringer, Price, Ebner, Ketsever, Poche, Bingly, Wood. ROW 2: Hansen, Lathrop, Foote, Wilkens, Lysne, Friebe, Sauer, Montgomery. ROW 3: Lang, Buskirk, Sharpe, Emery, Larson, Gersler, Hamilton, Albright, Peterson, Schmersahl, Coburn.



Poly



Eddie Conlon pauses for mail before putting tomorrow's breakfast in the icebox.

Wally Chase and Bill Keichline go up and over to hit the trail for a 1 o'clock.



Stevie Westfall, son of student Art Westfall, smiles for the man with the black box.

View



Warm sunshine, green grass, and weeds . . . Lois Johnson does something about the latter in a little home beautification.

The William Keichlines and Spencer Gauthier absorb some ultra-violet while discussing the G.I. budget.



Fred "Fritz" Waterman vigorously polishes the "Blue Beetle." The model T is next in line.



Vetville

Why do it the easy way? These two shavers find a quick means of escape . . . and new adventure.



Frankie Kelly in his hand knitted letterman's sweater, takes off to meet daddy.



Don Dulitz participates in an extra-curricular activity and explains the art of mixing paint to his son. Both plan on painting the chair.



Patty Thompson, daughter of student Neil Thompson, improves her rope-jumping technique.



Louis Heinrich finds time between classes to make picture frames . . . a nice gift for Christmas or a birthday.

Great architectural plans are made by mommy's helper as water is obtained for sand-box houses.



A wearied, camera shy wife puts in the last bunch of clothes after spending two hours over Weber's washer.



A fight was ensuing over the balloon, however these three of the younger Poly Crest set managed a pose for the photographer.

Poly Crest



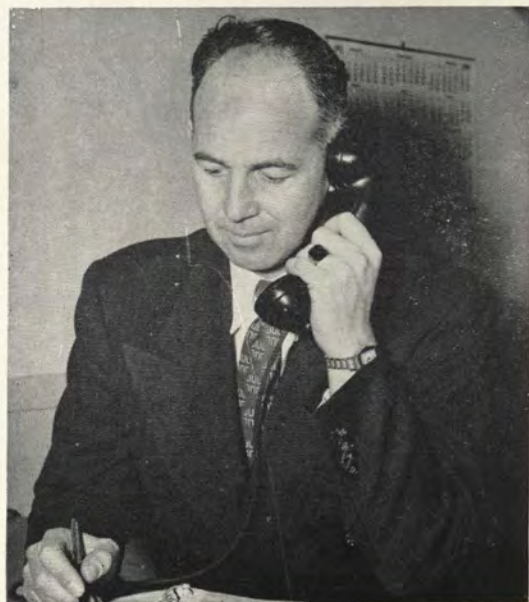
athletics



Coaching



ROBERT MOTT
Director of Athletics



L. D. STARKEY
Graduate Manager



Board of Athletic Control. Left to right: Bill Troutner, John Healey, John Wright, Gene Smith, Henry House, Bob Mott, Fred Adams, chairman, Vern Meacham, L. D. Starkey, Russ Barr, Len Swanson, Al Ferrini.

Staff

WITH THE coming of the fall quarter in '48 and the Mustangs' second year in the California Collegiate Athletic Association the college had a new director of athletics and three new additions to the staff.

Robert 'Bob' Mott, Poly baseball coach, moved up into the position of director of athletics to map the future physical education and athletic program at the college.

Charles 'Chuck' Pavelko, former assistant football coach, assumed full duties of head gridman on the campus, assisted by Sheldon Harden, James Jensen, and Robert Steele, all new appointees in the department. Harden also handles the wrestling team. Jensen, besides assisting in the football chores of the college, assumed the job of head track coach. Steele's main duties consist of putting the frosh football and basketball teams through their paces.

Needing no introduction to the student body are Dick Anderson, Ed Jorgensen, and Gene Smith. Anderson coaches the water polo and swimming teams. Jorgensen is the popular mentor of the Mustang cage squad. The tennis hopes of the Green and Gold rest in the hands of Gene Smith, genial political science instructor, while Don Watts handled the golf squad.

CHARLES PAVELKO
Head Football Coach
Boxing

ED JORGENSEN
Basketball

DICK ANDERSON
Swimming
Water Polo

DON WATTS
Golf

BOB STEELE
Frosh Football
Frosh Basketball

JIM JENSEN
Track
Football

SHELDON HARDEN
Football
Wrestling

GENE SMITH
Tennis



Football 1948

ANSWERING COACH PAVELKO'S call for candidates for the varsity football squad were 46 eager and eligible men. Among these were 17 lettermen from the previous season. This group was in turn joined by up and coming sophomores from last year's frosh squad and a number of junior college transfers.

The main objective of the coaching staff in early September was to round the squad into tip-top physical condition. Sheldon Harden, line coach, assumed this responsibility and did a perfect job. In the backfield a change was made in the formation used, which necessitated a shift in personnel. Pavelko adopted a wing 'T' formation using hard-hitting J. D. Phillips at the fullback slot with Vernon 'Pinky' Bebernes moving to left half and taking over the passing chores.

With the new formation and good but slightly green material, the Mustangs prepared to twist the tail of the Tigers of the College of the Pacific in the opener on September 25 at Stockton, California.

ROW 1: Janigan, mgr., Kolar, Fitzgerald, Hobbs, Stewart, Loftus, Mayeda, Kunkle. ROW 2: Pavelko, head coach; Weber, Pimentel, Croce, Zetkov, Dowe, Anderson, Williams, Seminario. ROW 3: Harden, line coach; Samuels, Hume, Fadis, Culver, Kimbrough, Swanson.



Samuels, Fitzgerald, and Gomes put the finishing touches on a Tiger that tried to ramble in the College of the Pacific tilt.



ROW 1: Nomura, Papas, Flynn, Jespersen, Rosa, Padjen, Yraceburn, Caruthers, mgr.
ROW 2: Haynes, Martinez, Harader, Chambers, Winslow, Dutcher, Carter. ROW 3:
Darling, Phillips, Bebernes, Heilman, Mickelson, Griffin, Raddatz, Edinger, Jensen, asst.
coach.





Al Gomes, Mustang quarterback, is brought down on the Poly 20-yard stripe by a low-hitting Spartan from San Jose State College. The Spartans went on to win over the luckless Mustangs 47-7.

Bob Emory, San Diego quarterback gets it the hard way in a wild and woolly finale for the Mustangs.

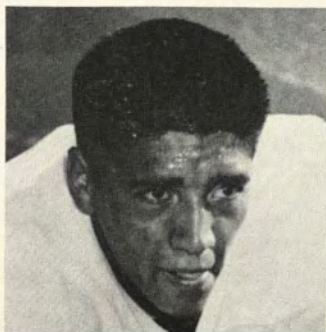


DAVE MARTINEZ
End

CHUCK HAYNES
Tackle

WALT KOLAR
End

JOHN KUNKLE
Guard



The Opener

THE MUSTANGS traveled north to Stockton, California, to meet the Tigers of the College of the Pacific in the opening game of the grid season for both squads. The Bengals, headed by Little All-American and All-Pacific Coast quarterback Eddie LeBaron, fielded practically the same team that copped the conference crown and the Raisin Bowl last year. Shortly after the opening kick-off, the Mustangs drew first blood when LeBaron attempted to get the Tiger running game in high gear. The result was a Tiger fumble on the 17 yard line. The Mustangs could not capitalize on this break and shortly after, the Tigers scored on a pass from LeBaron to Rohde. The first half was a tight ball game with the Tigers sparkling and scoring twice for a 13-0 halftime lead.

Coming out for the second half the Tigers were contented with the score for the major part of the third quarter. Making use of the platoon system late in the period the Tigers wore down a stout Mustang forward wall and punched over two quick tallies to take a 26-0 lead. At this time Pinky Bebernes unlimbered his passing arm and flipped a T.D. toss to Weber on the Pacific 20 where he outdistanced the Tiger safety to the goal line. The Tigers retaliated with a 60 yard drive for another C.O.P. score. Taking the kick-off, the Mustangs drove up the field on Bebernes' passes and J. D. Phillips' running. Getting down into Tiger territory, 'Pinky' uncorked three quick tosses with Walt Kolar taking the last one over for the final score of the game. C.O.P. 33. Cal Poly 13.

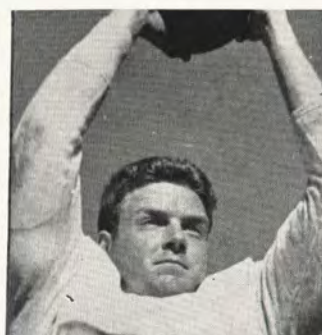
The Mustangs returned home to play host to a non-conference opponent, Cal Tech. The Techmen had little success in stopping the Mustang ground and air attacks. Leading the Mustang attack was 'Pitching Pinky' Bebernes who was both on the throwing and the receiving end of the ball. On the ground J. D. Phillips blasted his way through, over and around the hapless Techmen. On the defensive side of the ledger, the Mustang forward wall performed with precision. The Beavers were held to a mere 65 yards on the ground and 65 in the air.

CHARLIE WEBER
End

BYRON CULVER
Fullback

JOHN KIMBROUGH
Center

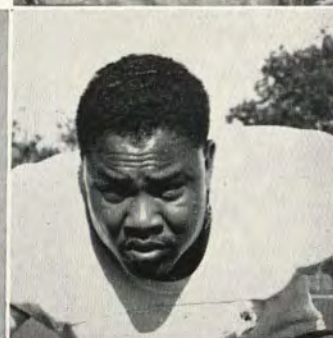
MARSH SAMUELS
Tackle



HOWARD HEILMAN
Tackle

JOHN FITZGERALD
Center

RAY STEWART
Halfback





JIM DOWE
Guard

DON CHAMBERS
Tackle

BILL HOBBS
Halfback



PINKY BEBERNES
Halfback

J. D. PHILLIPS
Fullback

JOE GRIFFIN
Guard

HAL WINSLOW
End

THE MUSTANGS tried their luck for the second time in the season's conference competition to whip the Bulldogs of Fresno State college. Fresno the week before dropped a ball game to Santa Clara and the Mustangs took Cal Tech into camp.

Lining up for the game the Mustangs were an underdog club with Fresno slated to win by seven points. The first quarter of play was even up, and it wasn't until the second quarter that Al Gomes broke the ice with a 69 yard punt return down the sidelines with some beautiful blocking by his squad mates. In the second period Charlie Weber recovered a wild pitchout by Bill Montgomery, Bulldog quarterback, on the Fresno 47 yard line. After two incomplete passes, Gomes ripped up the center of the line for 23 yards. Bebernes then took over and tossed one to Weber who lateraled to Jespersen for a gain to the Fresno 14. It was the 'old faithful' again as Bebernes flipped one to Weber in the end zone for the score as the half ended with the Mustangs leading 14-0. Coming out for the second half, it was the same story all over again as the Mustangs marched up and down the field. The Mustangs pushed over two more touchdowns in the last half for their total of 26 points for the evening.

The following week found the Mustangs facing the 21 point favored San Jose State Spartans. The Spartans were loaded for bear, had no particular liking for the Mustangs and shot the works in the ball game from the sound of the opening whistle. Breaking over tackle for nine yards on the first play, the Spartans never stopped. It was just a case of being outplayed, outsmarted, and outgunned. Two sustained marches and a recovered fumble set up a 21-0 half time lead which the Spartans never lost. The Mustangs' lone score came on a pass from Bebernes in the fourth period. The Spartans racked up 13 points in both the third and fourth quarters and the ball game ended 47-7 for the Spartans.

Football



JACK DARLING
Guard



LEE ROSA
Halfback



AL GOMES
Quarterback



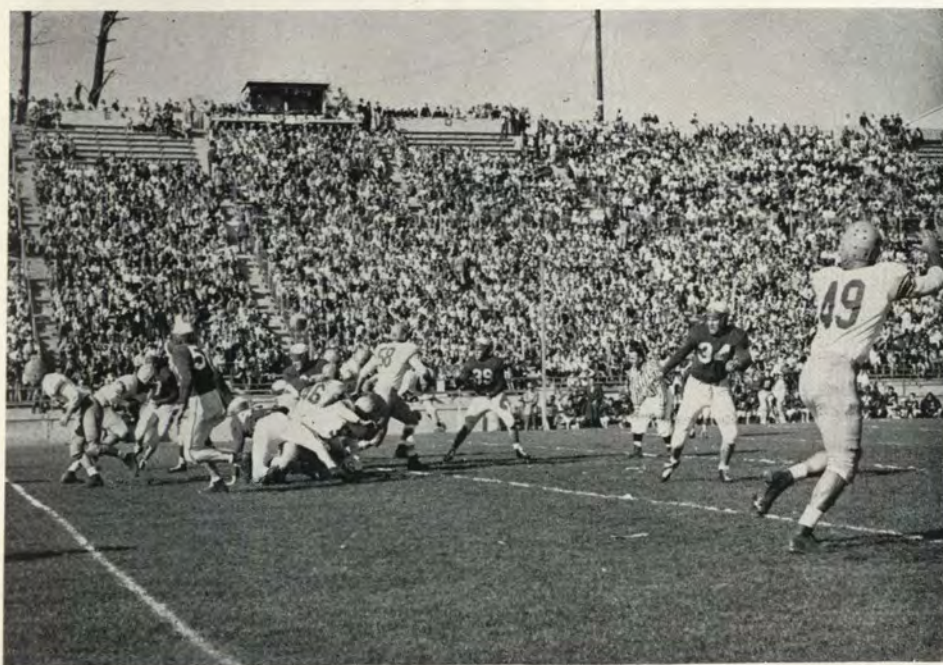
REG JESPERSEN
Halfback



Lee Rosa bucks the Spartan forward wall and finds himself in trouble. The Spartans went on to take the conference crown and a possible bowl bid.



Gene Seminario and Walt Kolar stop a Pacific back with some bad intentions.

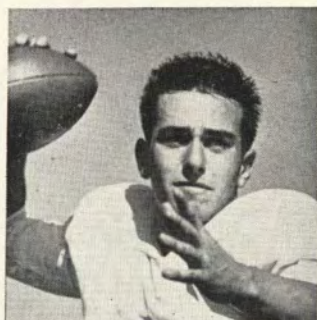


A study in football mayhem. The 'T' formation in action with its power, deception, speed, and razzle dazzle all wrapped up in one play.

What Happened?

WITH TWO WEEKS rest after taking it on the chin from San Jose, the Mustangs entertained the Poets of Whittier College and played a ball game that kept the crowd roaring from the opening kickoff until the final gun. It was the old argument of air attack versus ground attack. Both attacks in this case were rather spotty with the Poets not being able to mix things up in the air and the Mustangs floundering on the ground. Bebernes connected with Weber for two T.D.s which was the limit of the Mustang scoring, although the team gained 251 yards in the air to the Poets' 0. On the ground it was different with the Poets running off a single wing and outgaining the Mustangs by 175 yards. The ball game was a good one to watch but the Mustangs should have run the Poets out of the park. The Poets on the other hand came up expecting to be beaten and returned to the southland with a few bruises and an unexpected victory.

At this point of the season things began to take a topsy-turvy look. The next foe on the Mustangs' list was San Francisco State which had soundly whipped Whittier 18-7. When the Polymen went North for the game things were at a low ebb. What was potentially a good sound ball club was in a strange state of mind. Such a mental attitude should happen more often because the Mustangs kicked the barn doors down at 'Frisco and ran wild. SFS which later in the season received a Bowl bid, was thrashed 40-0 by an outfit that just wouldn't quit. The Mustangs gained 503 yards in the air and on the ground against the Gators. Three touchdowns came via the aerial route and three by ground attack. The Mustangs never let up throughout the ball game and Pavelko cleared the bench in walking off with a 40-0 win.



GENE SEMINARIO
Quarterback

ROLF HARADER
Tackle

BOB LOFTUS
Guard

ANDY JANIGIAN
Manager

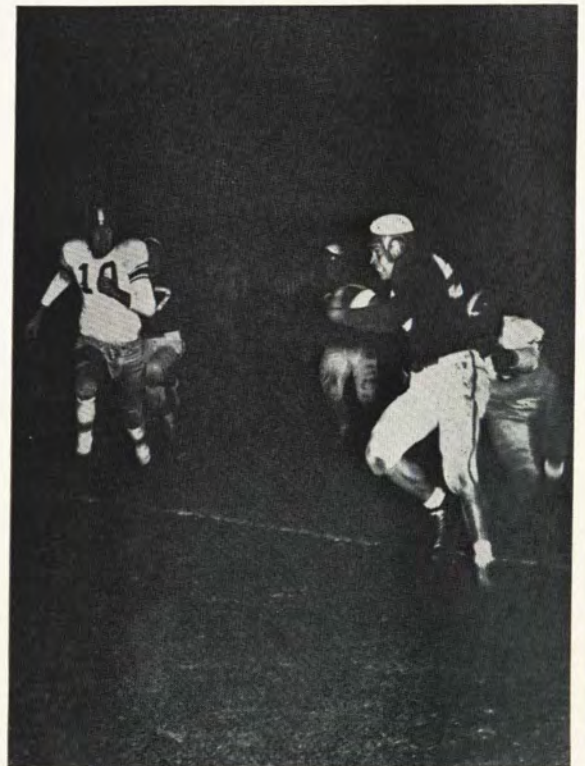
Ray Stewart, Mustang half, and Al Gomes, Mustang quarterback team up to bring down a Gaucho on his home grounds.



ALL BUT THE SHOUTING

	C.P.	Opp.
College of the Pacific . . .	13	33
California Tech	27	6
Fresno State	26	14
San Jose State	7	47
Whittier College	14	26
San Francisco State	40	0
Santa Barbara	19	35
San Diego State	14	28
Total	160	189

Walt Kolar drives over a Spartan blocker to bring down a San Jose ball packer. Marsh Samuels and Byron Culver move in for an assist on the play.



Hal Winslow, Mustang flanker, heads for a long gain after scooping in a Bebernes pass and avoiding an Aztec tackler.





Charlie Weber, Poly's sparkling end, takes one of Bebernes' passes in the San Diego ball game for a T.D.

FOOTBALL, 1948, at Cal Poly was one of the most topsy-turvy seasons in the history of the college. With some first class material, the Mustangs roared out at the beginning and after playing some good ball faded in the stretch. While having only a fair season in percentages, the team had some highly skilled players.

Charlie Weber, Poly wingman, was the season's high scorer, racking up 48 points while catching 31 passes for a total of 710 yards gained. He ranked fifth in the nation among small colleges and led the conference in the pass receiving department. He also made honorable mention on All-Coast and Little All-Coast, and second team on All-Conference.

Vernon 'Pinky' Bebernes, Mustang passing ace was another choice for honors. Bebernes tossed 149 passes, completed 61 for 1097 yards and 17 touchdowns. He ranked tenth in the nation among small colleges for total offense, eighth for passing, and seventh in punting. Pinky led the conference in total offense, was a first selection on the All-2C2A team, and a second on AP's Little All-Coast.

J. D. Phillips, Mustang pile-driving fullback, rated honorable mention on Little All-Coast and a second string berth on All-2C2A.

To top-off the topsy-turvy season the Poly Mustangs have the doubtful distinction of being **SECOND IN THE NATION** among small colleges for total passing offense.



'Jarrin' J. D. Phillips rambles into the Fresno State secondary for a long gain on an off-tackle smash.

COMING TO THE CLOSE of the '48 season, the Mustangs went south to take on the underdog Gauchos of Santa Barbara in an Armistice day clash. The opening kick-off resulted in a Gaucho fumble and a Poly recovery. The first play from scrimmage was a Mustang score as the Bebernes arm located Stewart in the end zone. The game, a bitterly contested battle, was marred by fumbles, intercepted passes, and penalties as both teams played for keeps. The final stanza particularly was a wild and woolly affair with neither team letting down. The last play of the back-breaking fourth quarter featured Poly's Weber as he literally ran all over the field in an attempt to score. However, he ran out of gas and all but collapsed on the Gaucho one yard stripe as the game ended 35-19 for the Gauchos.

The Mustangs returned home with a three win and four loss record to face a big, rough aggregation from San Diego State. The Aztecs presented a wide open running attack which netted them 13 points in the first half, and a pass by Aztec quarterback Simcox in the third quarter which gave them a 21 point lead. In the final period the Mustang passing offensive got underway and Bebernes found Weber and Jespersen in the end zone for scores. However the Aztec running and passing combination gave the San Diego men a 28-14 victory which closed the Mustang '48 season.



Ray Stewart and Hal Kimbrough bring down Aztec ace Bob Tomlinson in the season's finale which San Diego took, 28-14.



A study in expressions.

Football



Frosh

Doss Sims, Colt halfback runs into a little opposition going around the flanks of the Santa Barbara Junior Gauchos. Sims ran wild in this opening game which the Colts took 30-0.



Bullet Wilkinson, pile driving left half of the Junior Mustangs picks up yardage in the Santa Barbara Frosh game.

Joe McDonald, Colt end, picks a bullet pass out of the air for a sizable gain against the Santa Maria A.C.



FIFTY-FIVE CANDIDATES turned out in the fall quarter for the frosh football squad under the guidance of Bob Steele, newly-appointed freshman football coach. The squad was rounded into first class condition for the opener with the Santa Barbara Junior Gauchos which the Colts took by a score of 30-0. This victory was followed in quick fashion by three more decisive wins. In the first four games the Colts racked up 92 points to a mere 18 for the opposition. Included among these victories was a 21-12 triumph over a favored San Jose State frosh team. At this point of the season the Colts ran out of gas and were hampered by injuries to several key ball players and wound up the season with a 4 win and a 3 loss record.

The Colts had big guns at all positions and were a well-rounded football squad. Outstanding man on the squad and captain was Jack Frost, a transfer from Loyola U. Close seconds to Frost were Al Cadena, guard; Harold Shiffrar, bruising center; and Joe McDonald and Bob Thomsen, a pair of fine ends. All of these plus a few more of the Colts are slated to see action in the 'big time' with the Mustangs next fall. In the backfield the Colts have several fine ball players of tested ability. Doss Sims, Enard Johnson, Bob Lawson, and Stu Brown should produce some of the speed and talent that will be needed in the Mustang backfield next fall.

RESULTS

	C.P.	Opp.
Santa Barbara Frosh	30	0
Santa Maria A.C.	20	0
San Jose State Frosh	21	12
Monterey Peninsula College	21	6
Fresno State Frosh	0	28
Fresno Junior College	6	13
Santa Maria J.C.	0	45
Total	97	104

ROW 1: Tiernan, Sharp, Lelevier, Ketsdever, Figuera, Cadena, Wilkinson, Bettencourt, Frost, Fishbeck, Grier. ROW 2: McDonald, Sims, McMartin, Gesler, Ellanson, Pyle, Glasgow, Gay, Levin, Gasser, Steele, coach. ROW 3: Hurlburt, Herrman, Edminster, Shiffrar, Young, Weskamp, Scchlegel, Thomsen, Johnson.



Basketball

ALTHOUGH THE 1949 season wasn't the most successful a Poly team has enjoyed from the won and lost standpoint, the 1949 Mustangs were undoubtedly one of the best cage teams to ever wear the green and gold colors. Playing hard and fast all the way, the Mustangs had to make up in determination what they lacked in material and experience.

It looked like a great year for the Polymen when JC stars Ward Coburn, Jack McMurdie, and Doss Sims joined Coach Ed Jorgensen's roster at the beginning of the season. These newcomers coupled with returning lettermen Hank Moroski, Frank Ross, Jim Ellis, Bob Babich, Bob Coghlan, John Gerry, and Bud Gutierrez promised to give the Poly backers a strong conference contender. The addition of Ken Ball and Paul Simpson from the Frosh also gave the Mustangs some much needed depth.

Crowning point of the season came when Hank Moroski was elected to the All-2C2A conference five for the third straight season. Thus the little drive-in artist from Brooklyn became the first player to ever make the honored five for three years running. Hank also added the 2C2A scoring title to his growing list of laurels.



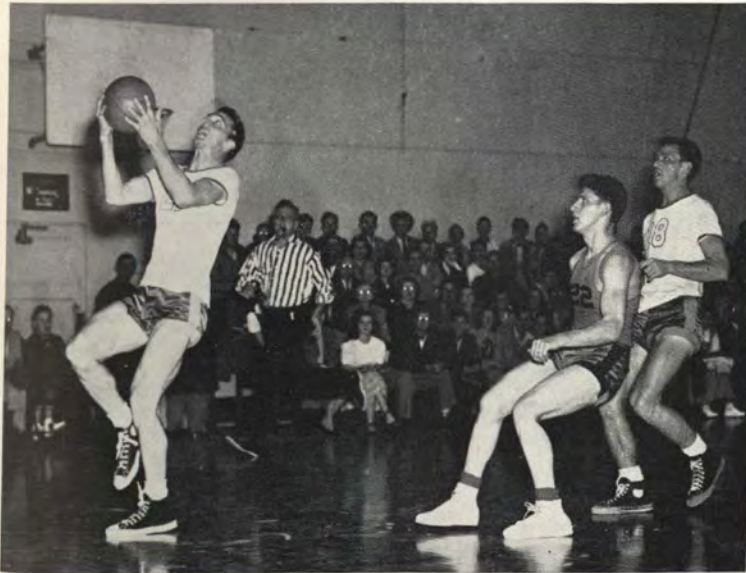
The Aztecs seem to be after Bobby Coghlan's scalp as the minute Mustang forward hangs on to the ball in the dying minutes of the Aztec-Mustang thriller.

Poly's Paul Simpson takes to the air against the Fresno State Bulldogs as giant Rasin City center Vern Riggins looks on.





STANDING, left to right: Gutierrez, Moroski, Lidderdale, Coburn, Babich, Ellis, Strathearn, Gerry, Thompson, McMurdie, Ball, Simpson, Ross, Coghlan. KNEELING: Morosky, Jorgensen, Danforth.



Jack "Red" McMurdie is caught from behind as he pushed one in against Duke's of Santa Maria. Ken Ball and Emmett Thompson are the Mustangs in the background.

It's the Mustang's Jim Ellis under the basket for two with teammate Hank Moroski following the play behind Aztec Don Nuttall.





JIM ELLIS
Center



BOBBY COGHLAN
Forward



FRANK ROSS
Guard



BOB BABICH
Guard



Santa Barbara's Frank Schumandle and Poly's Doss Sims tangle under the basket as Hank Moroski and Frank Ross (back to camera) watch the action.

FINISHING IN the 2C2A cellar for the third time in as many seasons of play, the final standings told only a small part of the Cal Poly cagers' 1949 story. Showing the same fight and determination which has led them in past seasons, the Mustangs were often outscored but never outplayed. By winning two while losing eight, the Polymen ended the season with a .200 average in conference competition.

Without a doubt the most talked about game of the season was won by the Jorgensen clan at the expense of the San Diego State Aztecs on the local high school courts. The Mustangs trailed by six points with just a little over a minute remaining in the game when the walls came tumbling down. Showing no small amount of determination, the Poly cagers knotted the count at 42 all in the next 60 seconds. With only three seconds remaining the stage was set for guard Frank Ross who fired a desperation shot from half court which swished through the mesh without touching the rim and gave the Mustangs a 44-42 victory, their second and last conference win of the season.

Everybody is happy as the Mustangs celebrate in the locker room following Frank Ross's final second bucket which beat the San Diego Aztecs 44-42.



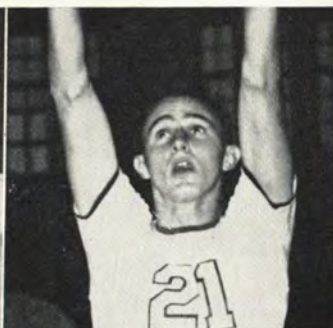
Jack McMurdie gives it the old college try against San Diego State's Don Nuttall as Frank Ross, number 19, gets ready to move down court.



HANK MOROSKI
Guard



JACK McMURDIE
Forward



PAUL SIMPSON
Forward



DOUG STRATHEARN
Center



BUD GUTIERREZ
Forward



KEN BALL
Guard



WARD COBURN
Guard



BILL LIDDERDALE
Guard

FOR THE SECOND consecutive year the Mustangs fared far better in non-conference competition than they did in the 2C2A. High point of the year came when the green and gold clad cagers invaded the Westwood retreat of the UCLA Bruins. The Mustangs held the Bruins for the entire first half and led by a 25-24 margin at the intermission, but the second half found Coach John Wooden's race horse antics catching the Mustangs on the short end of a 68-48 final score. For the first time in the history of the Mustang institution, a Poly team was invited to the annual Redlands Invitational Tournament. The Mustangs reached the semi-finals by gaining wins over Occidental and Pasadena Nazarene, but lost to Redlands University in the next to final round when they were forced to play their second game in the day.

In their non-conference schedule, the Polymen won 10 and dropped four.



Bob Coghlan aims for the Pepperdine basket as Jim Hamilton of the "candy striped kids" throws up a defending hand.

THIS IS IT

C.P.	Opp.
57.....Dukes All Stars.....	37
48.....San Francisco YMI.....	33
41.....Occidental.....	40
57.....Pasadena Nazarena.....	52
28.....Redlands Univ.....	43
33.....Chico State.....	42
36.....Chico State.....	30
53.....El Toro.....	30
60.....Chapman.....	47
82.....Northwest Nazarene.....	39
66.....San Dimas.....	30
48.....San Diego State.....	58
46.....Santa Barbara.....	52
46.....Pepperdine.....	45
37.....Fresno.....	33
46.....UCLA.....	68
37.....Pepperdine.....	54
44.....San Diego State.....	42
41.....San Jose.....	52
34.....COP.....	58
40.....San Jose.....	60
41.....COP.....	44
56.....Fresno.....	62
45.....Santa Barbara.....	47



JOHN GERRY
Center



EMMETT THOMPSON
Guard



Doss Sims hangs on to the ball as Gaucho center Frank Schumandle hangs on to the floor in the Poly-Santa Barbara game. Poly's Moroski and Simpson are also in on the play.



Hank Moroski shooting one of his famous drive-in shots against the Chapman college Panthers. The Brooklyn lad gained an all-2C2A berth for his third consecutive season.

Frosh



Ken Barker of the Colts goes high for a shot as Frank Acosta, number 17, races in for a follow-up in the hotly contested Tower Cafe clash.

COACH BOB STEELE celebrated his first season as a basketball coach by herding his Cal Poly Colts through a 13-7 season. Starting out fast the Colts lost but two of their first eleven tilts, but after reaching their peak in the middle of the season, the Poly juniors slowed down after the halfway mark. Highlight of the season for the Colts was their impressive 61-57 win over Cal Poly at San Dimas. Also highly rated on their list of victories was their 45-40 win over the Santa Barbara frosh in their initial meeting of the year. The Colts lost to the channel city five games later in the season, 38-42.

ROW 1: Swords, Stone, Lea, Carricuburu, Tuley, Agadoni. ROW 2: Rasmussen, Young, Barker, Acosta, Acker, Marnach.



Basketball

The Colts gather in the locker room for a halftime talk by coach Bob Steele. From the look on a few of the faces it is apparent that there were some Colt mistakes.



A Colt comes out on top and secures the ball after a back-board rebound in the Tower Cafe game.



Most of two teams jump for the casaba in a typical basketball melee that featured most of the fast, scrappy Colt games.

Baseball



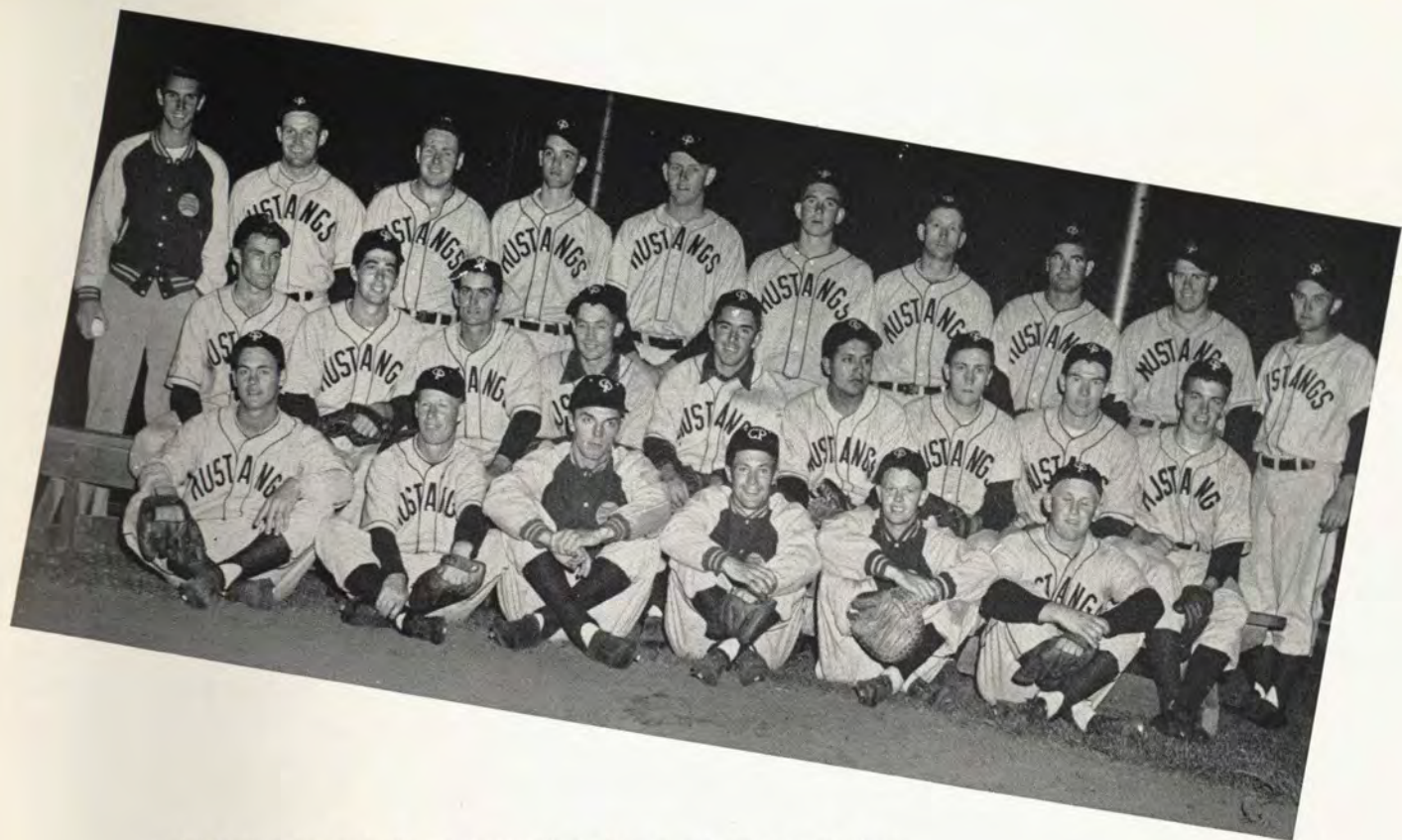
Everybody wants to get into the act when it concerns the Santa Barbara Gauchos.

WHEN SPRING rolls around at the Polytechnic the same reaction sets in that is prevalent all over the country. People go baseball happy. The reaction varies in different localities depending on the outlook for the season. At Poly this spring the Mustangs were loaded for bear and are at this writing going strong. The Spartans of San Jose State let it be known around conference circles that the Mustangs would be the team to beat this year. Coming from the Spartans that is most unusual.

Last year the Mustangs finished near the top of the heap and with the entire crew returning things couldn't help but look good. Starting off the season, the Mustangs toured south meeting a number of good ball clubs among which were the Hollywood Stars of the PCL. The Stars were dumped 8-7 in a close ball game. Pepperdine which generally fields a good club in any sport just couldn't stand the gaff and folded 18-1. The Mustangs dropped two games on the trip, one to Loyola and the other to Occidental and returned with a four-won and a two-lost record for the trip.



Bobby Coghlan, Mustang short-stop, crosses for a counter while 'Peewee' Fraser sweats out the catcher.



ROW 1: Ricci, Jacobson, Ellis, Gutierrez, Wilson, Christensen. ROW 2: McCutcheon, Coghlan, Garman, Fraser, captain; Rosa, Fernandez, Roberts, Buhlert, Watson. ROW 3: Mull, Manager; Platz, Bennett, Ruth, Williams, Luker, Crawford, Bocker, Bebernes, Mott, Coach.

This Dodger scores the hard way after Bocker, Mustang catcher, takes a spill. Dick Buhlert, Poly chucker, takes the toss from Brock a little late.

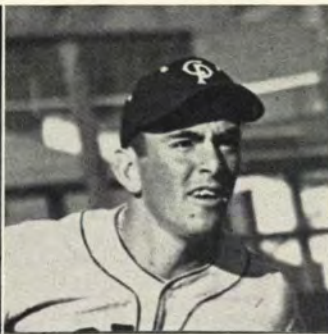


'Lefty' Don Garman, Poly portsider, put the clincher on an attempted Moffett Field bunt. The Mustangs trounced the Flyers 11-4.





NASH FERNANDES
Catcher



LEE ROSA
Catcher, Center Field



RAY BROCKER
Catcher

SANTA BARBARA'S GAUCHOS, who last year took Poly to task, were the first conference meat on the Mustang home chopping block. The series opened with Don Garman on the mound who was replaced by Russ "Fireman" Christensen in the late innings of the first game. Two days previous Russ stepped into a similar breach in the Stanford ball game and walked off with the season's first relief win. This seemed to become a habit for in addition to taking the opener from Santa Barbara, 7-6, he also walked off the diamond after the second game with an 8-7 victory.

Credit for the Mustangs' successful season to date should be given to the entire ball club, but a few players are outstanding. Ray Bocker, catcher, seems to have a sixth sense in judging batters. In the infield, Bob Bennett is the big stickman on first base and is backed up in the hitting department by Vernon Bebernes, third base. Bobby Coghlan at shortstop and Bob McCutcheon at second also represent a portion of the best infield in the conference.



Bob Bennett, Mustang first sack-
er, gets ready to clout one be-
yond the outfield. Bob is the
club's leading batter.

Baseball

THE UNIVERSITY OF CALIFORNIA, boasting one of the finer teams in the PCC this spring, played host to the Mustangs and dropped the locals in a close 3-2 ball game. On this northern trip the Mustangs took four out of seven games, which included wins over Moffett Field, Hamilton Field, Camp Stoneman, and St. Mary's. The Stanford Indians took their return match 6-5 and San Quentin dropped the Mustangs 6-3. Returning home the Mustangs chased the Pepperdine Waves all over the home park and won 14-3. After Pepperdine the Polymen trumped the El Toro Marines 10-4 and ran into trouble with the Santa Barbara Dodgers of the California professional league.

The Mustangs, journeying to Fresno to take on the Bulldogs of Fresno State college, were in for a hot stay. The Bulldog wouldn't hold still long enough to get his teeth pulled and Fresno walked away with two out of three. The Bulldogs took the first two 10-11 and 8-14 while the Mustangs took the nightcap 5-4 behind the tight pitching of Ralph Ricci. With nine conference games yet to be played at this writing, the Mustangs are very much in the middle of the race and the odds are that they will come out on top.



Don Garman, Poly portsider, is welcomed home after a round trip hit. The welcoming committee consists of Bebernes, Fraser, and McCutcheon.

CARL JACOBSON
Left field

DICK BUHLERT
Right field

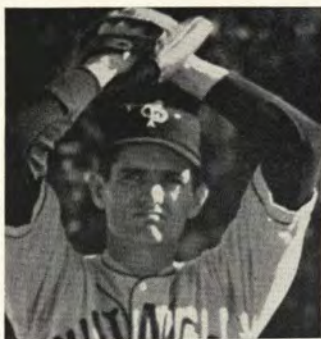
BOB RUTH
Left field

GENE FRASER
Center field



More Baseball

DON GARMAN
Pitcher



RUSS CHRISTENSEN
Pitcher



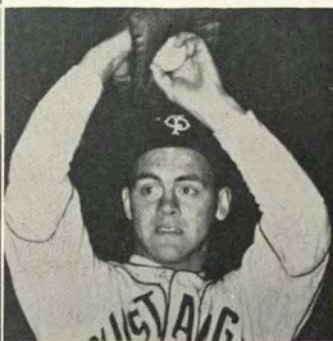
JIM LUKER
Pitcher



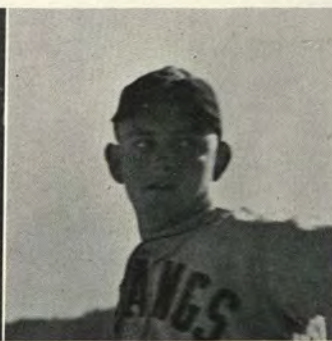
Coach Bob Mott and Captain Eugene "Pee-wee" Fraser appraise a bit of strategy.



DON CRAWFORD
Pitcher



RALPH RICCI
Pitcher

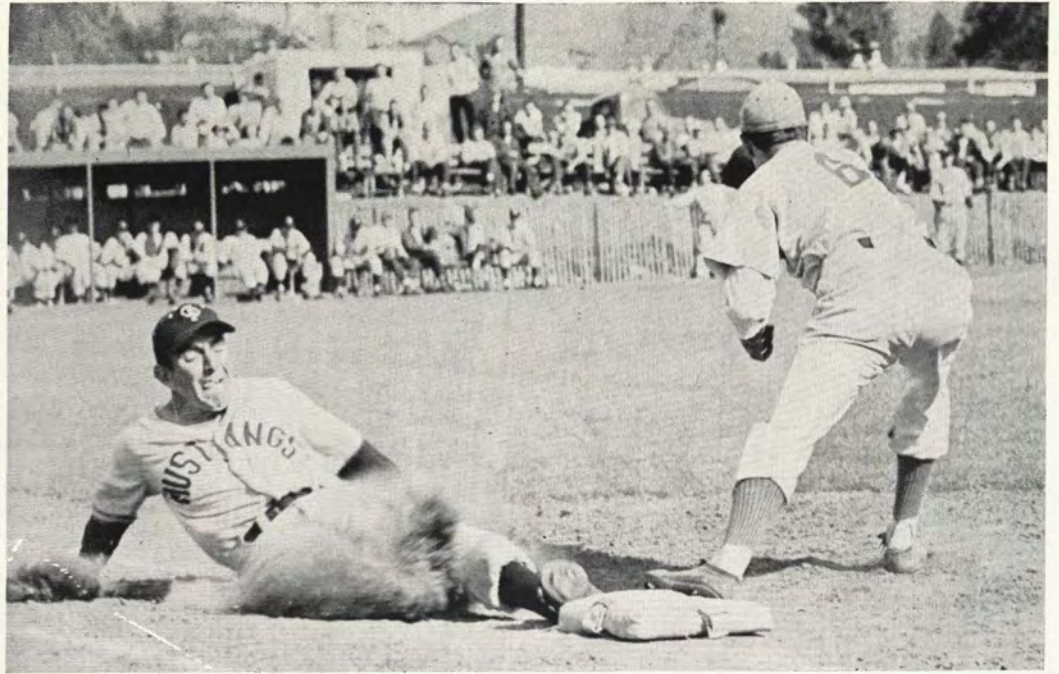


JOHN WILLIAMS
Pitcher



BILL WATSON
Pitcher

Lee Rosa gives it the old college try. Lee is a good player in competition and a good man in a pinch.



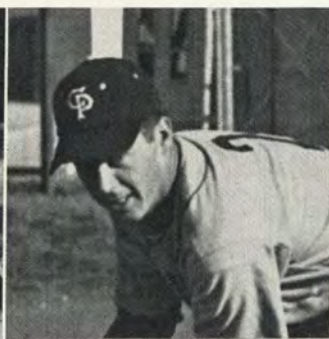
Bob Bennett, big first sacker for the Mustangs, stretches for one in a game with the Gauchos. Poly took the series two games to one.



BOB BENNETT
First base



BOB McCUTCHEON
Second base

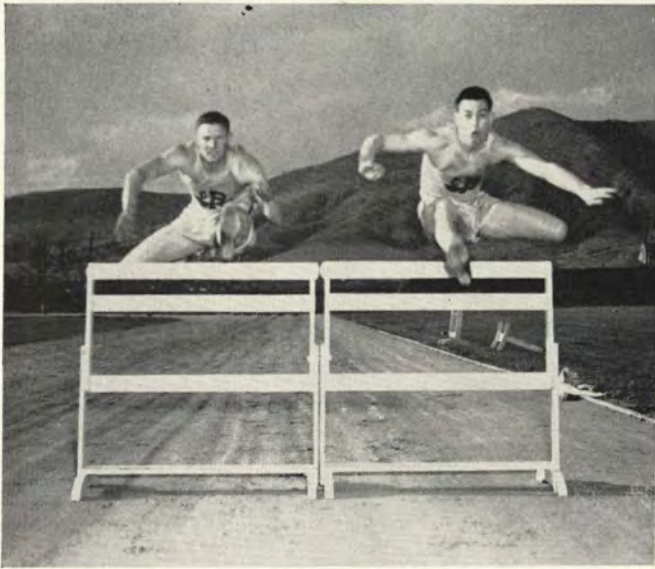


BOBBY COGLAN
Shortstop



VERNON BEBERNES
Third base

Track



Samon and Johnson, two up and coming spikemen, take the high hurdles in stride.

THE MUSTANG TRACKMEN at this writing are finishing one of their most successful seasons in Poly history. The cindermen opened at Santa Barbara and dropped the meet, but at the same time Coach Jim Jensen got a good look at his material. The Polymen took up the slack here and went on the prod to win the next three meets. Starting the win streak the Green and Gold came through with an easy win and sent the Gators of San Francisco State home on the tail end of an $89\frac{1}{2} - 41\frac{1}{2}$ score. The meet with St. Mary's galloping Gaels found the Gaels doing everything but gallop and Poly took the meet $84 - 47$. Traveling south the Mustangs met a tough opponent in Pomona's Sagehens of the SCIC, but still came out on top $68 - 63$.

LEFT TO RIGHT: Lloyd, Lee, Johnson, Sims, Burdick, Lesley, Coffee, Boehm, R. Wilkinson, Flynn, Mack, Edinger, Fogelman, Emmerson, Culver, Samuels.



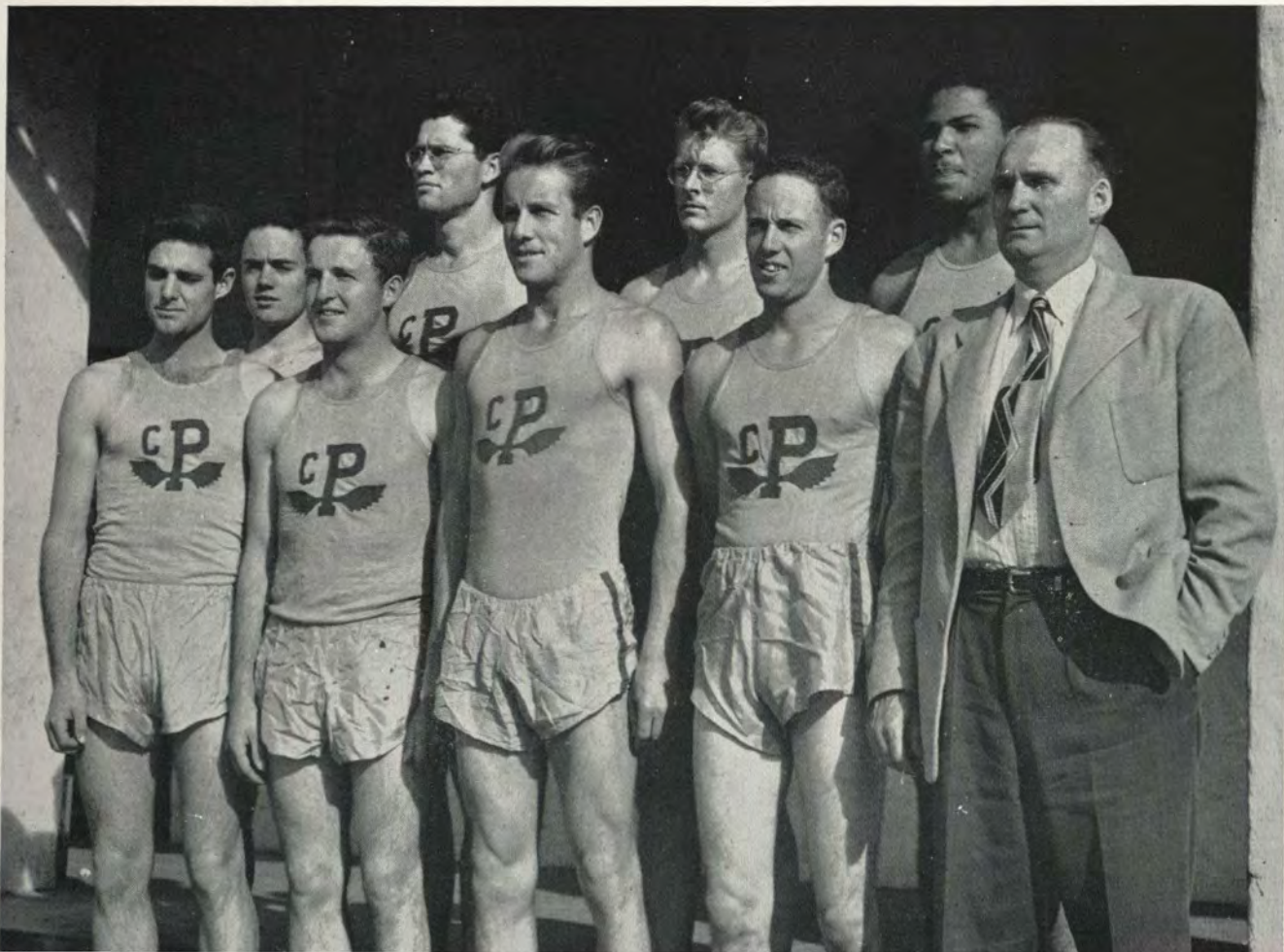
EARLY SEASON RESULTS

Cal Poly . . . 45	Santa Barbara . . . 76
Cal Poly . . . 89½	San Francisco . . . 41½
Cal Poly . . . 84	St. Mary's . . . 47
Cal Poly . . . 68	Pomona . . . 63



The Mustang cross-countrymen finish 1, 2, 3 in a late afternoon endurance race.

THE CROSS-COUNTRY TEAM — ROW 1: Lesley, Lee, Boehm, R. Wilkinson, Coach Jensen. ROW 2: B. Wilkinson, Johnson, Emmerson, Wainwright.



Doss Sims, thinclad high-jumper, goes up and over. Sims is one of the main cogs in the Mustang track machine.



Eddie Mack, Poly broad-jumper, goes all out to gain a little more distance.



By Culver, discus thrower, follows through the motions of his specialty at one of the meets at the Poly track plant.



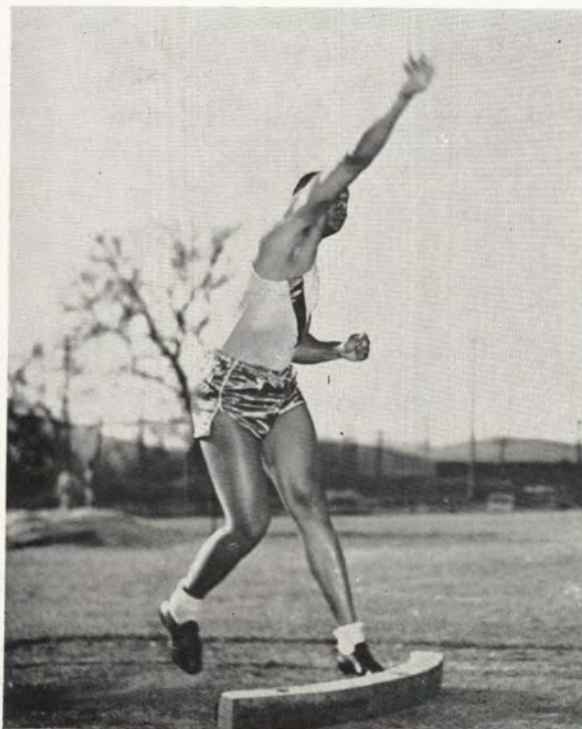
Freshman Fred Pyle pushes the shot an easy 45 feet.



FROSH TRACK SQUAD — LEFT TO RIGHT: Robinson, Schlitz, Samon, Tidwell, Caldon, Johnson, B. Wilkinson, Frazier, Mann, Wainwright, Pyle, Gainer.



Walt Boehm cracks the tape at Santa Barbara for a first in the mile against the Gauchos.



Marsh Samuels, Mustang grid star, always turns his attentions to the track in the spring and takes the field as head man with the discus and the shot.



Joe Wainwright, 880 speedster, is one of the top cinder prospects on the frosh squad.



Johnny Lloyd finishes a mighty heave on the javelin in the St. Mary's meet.

Boxing



ROW 1: Guglielmelli, Cox, Risling, Lelevier, Nomura, Fishbeck, Kister, Harader, and Barr, student coach.

THE MUSTANG MITTMEN came up for the 1949 boxing season prepared to square off on a five card program that included a home and home meet with UCLA and a trip to Stanford. Filling out the rest of the fistic program were San Francisco State and the CCAA Finals which were held on home grounds. With the preliminary workouts being held in the high school gym because of the remodeling underway on the local arena, the Mustangs prepared for the opening clash with UCLA. The Bruins with some fine talent took the Mustangs to task with a $5\frac{1}{2}$ -1 $\frac{1}{2}$ win.

The CCAA Finals were held in the Poly gym with the only other representative of the CCAA being San Jose State, last year's defending champs. The Mustangs came out of the matches with two conference crowns, Corneilus, light heavyweight, and Kister, middleweight, while dropping six other close bouts.

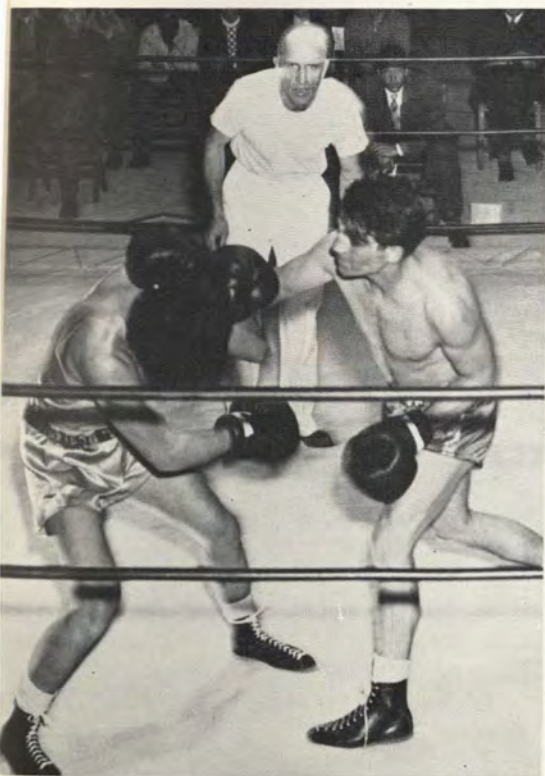
Les Risling squaring off against a 'mighty' Spartan in the CCAA Finals. Les dropped the fight on a technical ruling when his opponent suffered a cut eye in the second round.



Paul Fishbeck, an up and coming mittster, is shown in the Poly ring living up to his reputation. Fishbeck's talent was not available in the CCAA finals because of an eye injury.



Herb Pembroke, 165 pound bulldozer, takes the measure of an opponent from San Francisco State.



Art Guglielmelli, Mustang bantamweight, gives an exhibition of how to stay undefeated. Art went thru the season without a loss until the CCAA finals when he dropped a close bout by decision.



Rolf Harader, Mustang heavyweight, exhibits some of his wares to a receptive opponent.

Wrestling

THE 1948-9 WRESTLING season started off with a thud and ended up with a bang as Sheldon Harden's grapplers walked off with 42 wins and 3 draws against 9 losses up to the CCAA finals. During the regular season the Mustangs won all meets but one. The opener with UCLA was dropped 30-5. The Green and Gold matmen roared back and disposed of all comers by one-sided scores. Victories were registered over such teams as San Francisco State, Stanford, and the highly touted but not so muscle-bound Spartans of San Jose.

In competition this year, the most outstanding man on the squad was Webber Lawson who ended the season with the SPAAU and Far Western 128 pound crowns. In the conference finals Lawson took second place while handicapped with an injured knee. Jack Darling, Mustang grid star, represented the heavy-weight division and walked off with the 191 crown in the Far Western and took a second in the Conference finals. In the 155 pound class, Jim Dowe took a second in the SPAAU and the CCAA 155 pound crown.

Looking forward to the coming season, the squad, sparked by such men as Darling, Cadena, Lawson, and Dowe, will not lose any members by graduation and should rank as the top contender for Conference honors in all weights.

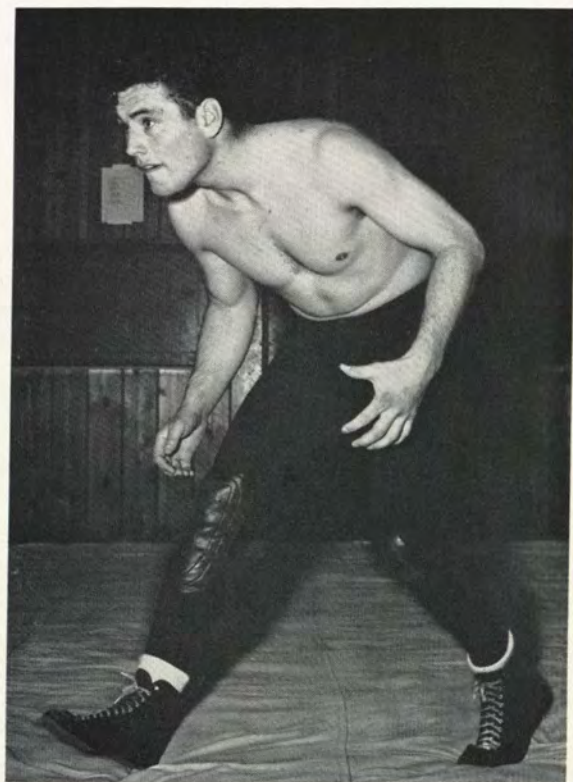


ROW 1: Adams, Dowe, Tillotson, Lawson, Hutchinson.
ROW 2: Cadena, Martinez, Darling, Thomson.



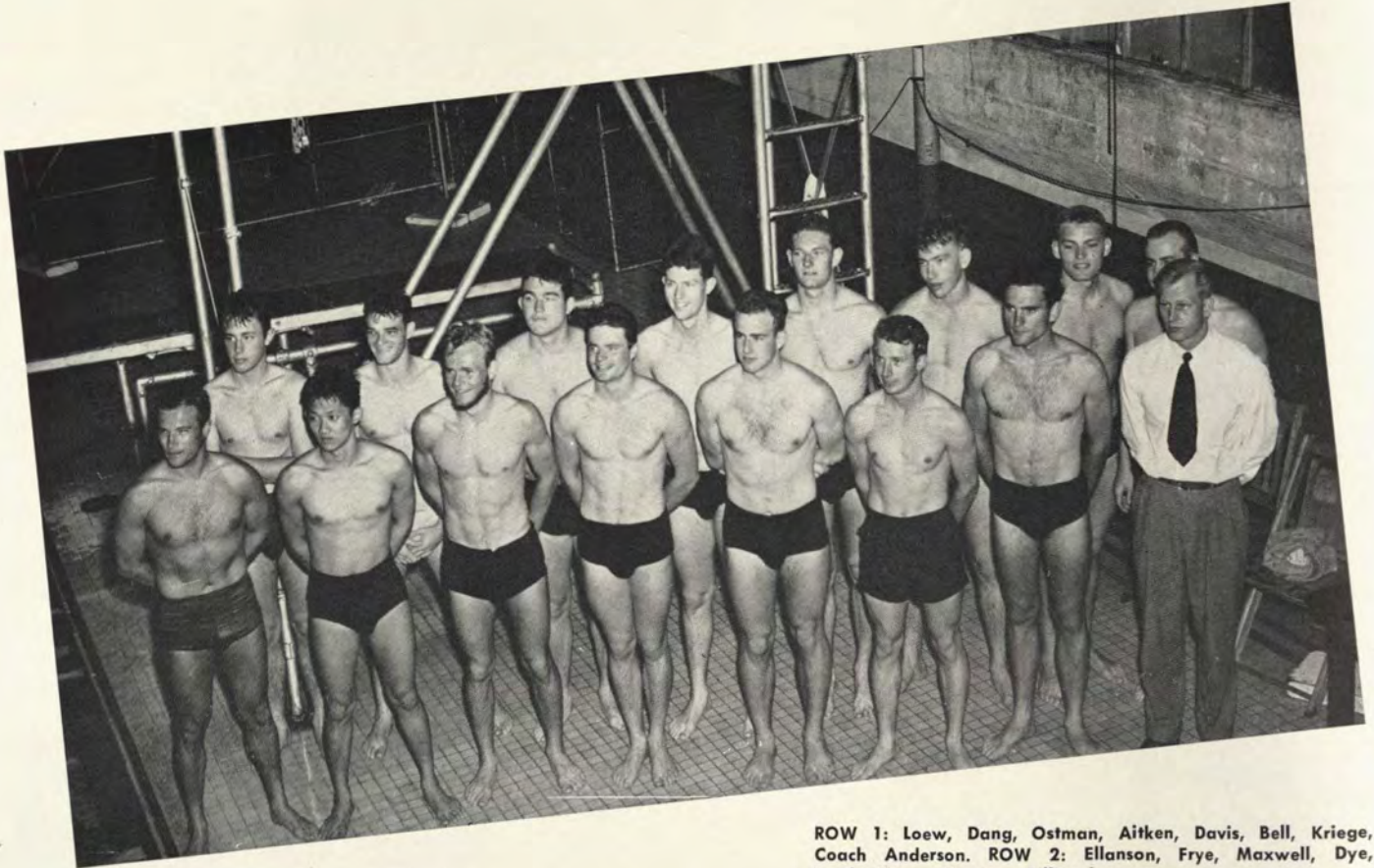
Jim Dowe, 155 lbs., pins Bud Call of San Francisco State. Dowe went on to win the Conference championship in the CCAA.

Jack Darling, Mustang heavyweight and Far Western 191 champ.



Webber Lawson, 128, is about to pin Ben Ichibkawa who represented the 'invincible' Spartans of San Jose State.

Swimming



ROW 1: Loew, Dang, Ostman, Aitken, Davis, Bell, Kriege, Coach Anderson. ROW 2: Ellanson, Frye, Maxwell, Dye, Louth, Sisson, Brunner, Billingsley.



John Aitken, Mustang diving ace, flies through the air without his water wings.

UNDER THE TUTELAGE of Dick Anderson the Mustang mermen have enjoyed one of their best seasons of competition. In the heated rivalry with San Jose's Spartans found the Poly tank men winning the second of their home and home meets 39 - 36 after San Jose had taken the Mustangs by the same score a month earlier. A close one was dropped to Santa Clara, $38\frac{1}{2}$ - $35\frac{1}{2}$. Also dropped was a contest with UCLA in which the Mustangs were considerably outclassed. The Poly mermen split a pair with Davis and carried away a match with San Francisco State's Gators. Roy Dang, Poly sprinter, took both the 50 and 100 yard freestyle events in this meet. John Aitken also turned in a creditable 349.9 points in the three meter diving event with the Gators.

Water Polo



ROW 1: Brunner, Billingsly, Filipponi, J. Davis, George, Frye, Backer, Bol.
ROW 2: Sisson, Shea, Barrenechea, Ostman, Boland, Dye, Fair, Loath, B. Davis.

THE MUSTANGS FINISHED their second season of water polo with a fair record, but with high hopes for the next season. With two years' experience behind them the Poly mermen should do well in the coming seasons. Especially helpful will be the fact that Jim Davis, captain, and Bob Frye, voted the most outstanding player, will be back for at least one more season of competition.

Beaten by the Cal Aggies early in the season, the Mustangs rallied at the local pool to down the Aggies in a return match to the tune of 14-7. This was the best exhibition of water polo put on for the home fans through the course of the season. Spectators at the November 3 and 4 tournament saw some exciting water polo at its best between some of the top teams on the coast. The Mustang broke even coming up with wins against Muir J. C. and Occidental college. Two matches were dropped, these to Fullerton J. C. and Loyola University.

George of Cal Poly steals the ball from one of the water dogs of San Jose State college.

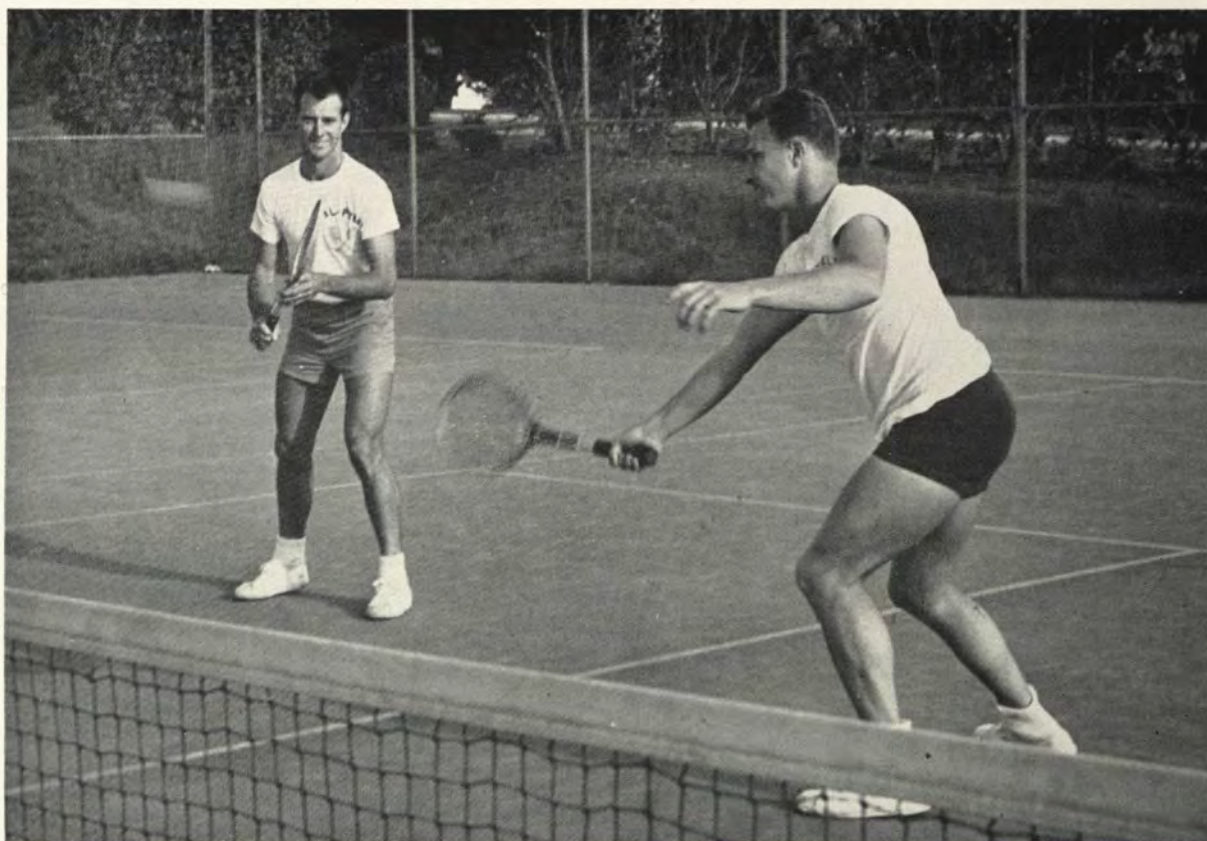


Tennis

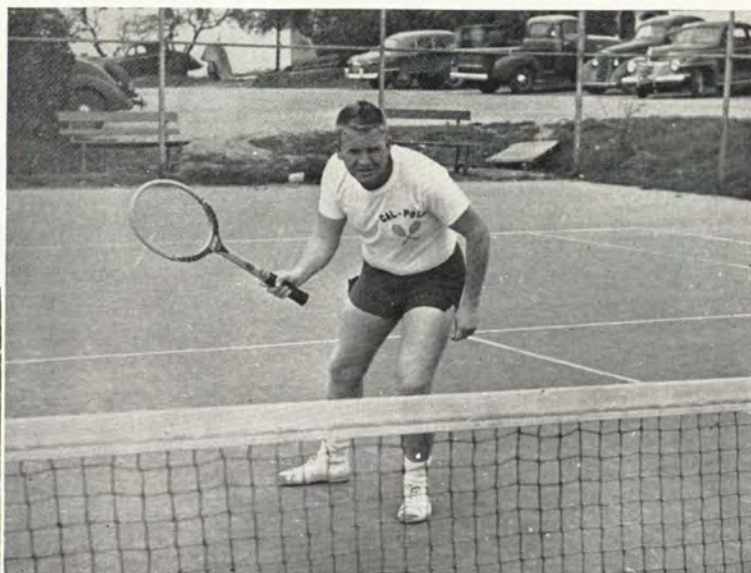


Bill Curtiss was a singles artist of the Poly net team and a top performer.

TENNIS ON THE Mustang sports program has shown steady improvement during the last three years under the guidance of Gene Smith, Poly mentor. Last year the team took third in the conference meet, and there were indications that as good a record would be chalked up at the end of the 1949 season. Perhaps the sweetest pill taken during the season was the victory over Fresno State. The Mustangs dumped the Staters in a 9-0 match and looked forward to the conference finals in Santa Barbara May 6 and 7. Glancing at the coming year, things are bright. Smith has been building for the past three years and next year all team members are expected back. The squad should be the strongest ever to represent Poly.



Redden and Carlson were two of the Mustang's top performers. During matches these two paired up in doubles and gave the opposition plenty of trouble. Their best win in 1949 was over Cobbe and Wright of Santa Barbara, second best in the 2C2A during 1948.



A typical Poly racketman is Ronald Johns, a three-year tennis veteran.

Jensen Won, promising Poly freshman, picks up a hard drive. Jensen has been one of the most reliable performers this year and should have a bright future in Poly tennis.

ROW 1: Swain, Charles, Johns, Hafner and Carlson. ROW 2: Hobbs, Learned, Curtiss, Brunner, Coach Gene Smith, Redden, Won.



Golf

THE FAVORITE PASTIME of all good Scotchmen was added to the Mustang's minor sports agenda this spring with the formation of a golf team under the tutelage of Don Watts. When the game was first taken up in the old country it took the canny Scots a few years to take the kinks out of the link game and to pick up some of the fine points. From the look of the Mustang record to date Cal Poly is running into some of the same difficulties as they. Getting the ball down the fairway to the green with the minimum of effort and strokes seems to present the biggest problem for the locals. The explanation of this lies in the fact that Coach Watts is working with a green team with the exception of one man. Practice makes perfect and Watts is looking forward to the coming year when he will field a team that has one year of competition behind it and at the same time the squad will be working twice as hard to make the grade for the Green and Gold. To date the Wattsmen have had home and home meets with Santa Barbara and San Francisco State. All four of these meets were dropped. Coming up May 6-7 is the CCAA finals to be held this year in Stockton, California, home of College of the Pacific. The Mustangs don't figure to pull any upset in any form or fashion but there are a couple of teams in the conference that will be in for a surprise.



ROW 1: Root, Hoff, Lott, Coach Watts. ROW 2: Taylor, Fosdick, Culbertson.



"Cotton" Rosser, top Poly rider, earns his reputation the hard way. To Rosser it's just a piece of cake.

Rodeo

STARTING OFF the season at the Tempe inter-collegiate rodeo held in Phoenix, Arizona, March 5 and 6, the Mustangs walked off with top honors in a field of seven western colleges. Paced by hard-riding Cotton Rosser the cowboys rode roughshod over all entries with a total of 21 points. Colorado A & M, their nearest competitor, came up second trailing the Mustangs by 8 points.

Coming up for the final inter-collegiate event of the year held at the Cow Palace in San Francisco, April 9, 10 and 11, the Mustangs sent a team of three ropers and three riders to compete against 14 colleges from Texas to the Pacific. Going into the last day the Poly riders and ropers were leading the field by a wide margin of 210 points. Cotton Rosser, Mustang rider, was top performer with an all round high for individual honors with 90 points. On the third and final day the bulls decided to run instead of buck, the broncs knew the Mustangs had them whipped and it all came out on the score board. The Mustangs were lucked out by Sull Ross State College of Alpine, Texas. The Texas college came out on top with a total of 345 points followed by Cal Poly with an even 300 points.



ROW 1: Bill Whitney, Cotton Rosser, Neal Fadler.
ROW 2: Tom Andre, Bob Doner, Lem Boughner.

Gymnastics

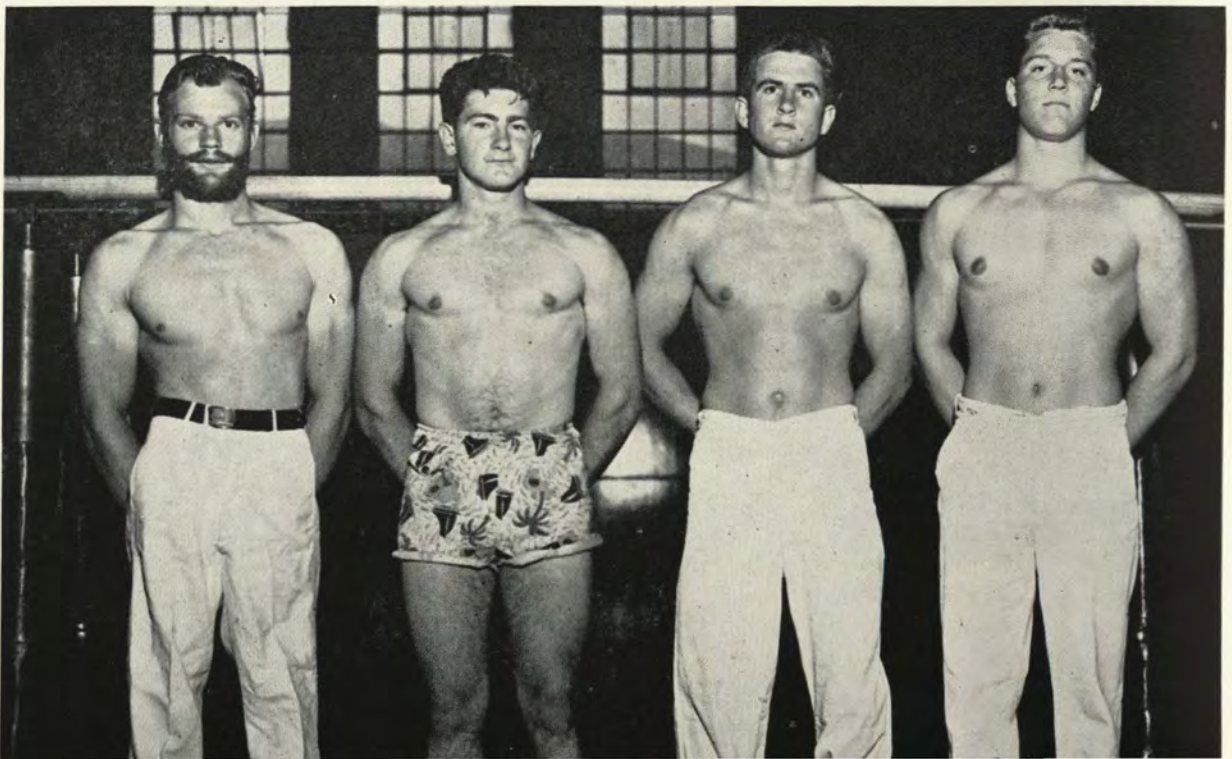


John Mayer, Mustang rope climber and defending 2C2A champion, does a climb in 4.7 seconds to tie his own record.

THE MUSTANG gymnastic team under the tutoring of Coach James Jensen went to the 2C2A finals at San Diego State College with a reputation as one of the top contenders for the conference crown. The Mustangs took second place in the finals last year and this year were defending four firsts earned at the 1948 meet in San Diego.

John Mayer tied his own conference record in the rope climb to take a first in 4.7 seconds. Eddie Strait successfully defended his tumbling title to gain a first for Poly in a repeat performance. Paul Wild a newcomer to the gymnastics team this year, took a first on the side horse. From here on in the Spartans of San Jose State dominated the meet and took the conference gymnastic crown for all events. San Diego was runner-up, followed by Cal Poly and C.O.P.

ROW 1: Mayer, Strait, Boland, Wild.



The Kick of the Mustang

BASEBALL

	CP	OPP
Westmont College	15	0
Occidental College	4	5
Loyola U.	4	5
Pepperdine College	18	1
USNRS	23	2
Hollywood Stars (PCL).....	8	7
Moffett Field	11	4
Camp Stoneman.....	rain	
Stanford U.	5	3
Santa Barbara	7	6
Santa Barbara	8	7
Santa Barbara	2	5
Moffett Field	8	6
U. of California.....	2	3
Hamilton Field	18	3
San Quentin	3	6
Camp Stoneman	15	5
St. Mary's	9	3
Stanford U.	5	6
Camp Cooke	11	3
Pepperdine	14	3
El Toro Marines.....	10	4
Santa Barbara Dodgers	5	6
Fresno State	10	11
Fresno State	8	14
Fresno State	5	4
U. of California.....	7	8
Loyola U.	9	8
San Jose State.....	6	5
San Jose State.....	1	6
San Jose State.....	4	6
Incomplete		

TENNIS

SLO Tennis Club.....	3	2
Loyola U.	6	3
San Mateo JC.....	1	8
San Francisco State.....	3	6
U. of California.....	rain	
U. of Santa Clara.....	rain	
SLO Tennis Club	8	1
Pomona College	3	6
Pepperdine	5	7
Santa Barbara	4	5
Fresno State	9	0
Pepperdine	0	9
Stanford U.	½	10½
San Jose State.....	3	6
San Francisco State.....	6	3
Santa Barbara	3	6
San Jose State.....	4	5
Fresno State	9	0
CCAA Finals	3rd place	

TRACK

	CP	OPP
Santa Clara U.....	rained out	
Santa Barbara	45	76
St. Mary's	84	47
San Francisco State	89½	41½
Pomona College	68	63
CCAA Finals	Sixth	

WATER POLO

San Jose State.....	5	13
Fullerton JC	5	11
Cal Aggies	13	16
College of the Pacific.....	0	8
Occidental.....	9	11
Muir JC	6	0
Occidental.....	12	9
Fullerton JC	5	11
Loyola U.	5	17
San Jose State.....	5	14
Cal Aggies	14	7
College of the Pacific.....	5	17

BOXING

UCLA	1	7
Stanford U.	5	5
San Francisco State.....	6	2
UCLA	4	4
CCAA Finals	2nd place	

WRESTLING

UCLA	3	32
San Francisco State.....	21	15
San Jose State.....	18	16
Stanford U.	20	8
U. of Southern Cal. A.C.....	21	12
San Diego JC	30	0
El Toro Marines.....	7	1
CCAA Finals	3rd place	

SWIMMING

Fullerton JC	13	62
U. of Santa Clara.....	35½	38½
San Jose State	36	39
UCLA	25	50
Cal Aggies	31	44
Cal Aggies	33	42
College of the Pacific.....	29	46
San Jose State.....	39	36
San Francisco State.....	54	21
CCAA Finals	Third	

GOLF

San Francisco State	12	15
Santa Barbara College.....	3½	32½
San Francisco State	10½	16½
Santa Barbara College.....	3	33
CCAA Finals	Incomplete	



T

own





HENRY VALCARCE, (left) student from Cuba, wandered into Sears Farm Dept. instead of horsing around on the campus. Here we see Henry making his first stop in Sears one-stop shopping center. Salesman Harry Young shows Henry a fine J. C. Higgins saddle, Sears own brand. "Yes, sir — we have everything for the horse — as well as everything for the house," says Harry Young. "Yes, I know," says Henry, "and everyone knows at Sears it's 'quality for less'." "And 'Satisfaction guaranteed or your money back'," adds Harry.

SEARS ROEBUCK and CO.

879 HIGUERA

Baker and Roberts

STORE NO. 1 — 839 MARSH STREET
STORE NO. 2 — 313 HIGUERA

ALONG ABOUT bedtime most Poly students get mighty hungry. Wendell Jacob, (right) not to be caught napping, has picked up a can of tasty Circus salted peanuts, and as soon as Salesman E. C. Carpenter answers Harry Buell's question about a package of Uncle Ben's rice, Jake will pick up his weekly supply of Ritz crackers and load up with the cookies in the attractive celophane bags.

B and H Drug Store

951 HIGUERA STREET

RAFAEL ARAGUNDE picks out his favorite cigar and Roger Johns asks about some pipe tobacco at the complete tobacco counter of the B & H Drug Store. Punky Sada explains that she has everything on hand for smokers' needs.



Gabby Book Store

1040 CHORRO

ALWAYS HAPPY to make greeting card shopping a pleasure for Poly students, Ellen Phillips (center) selects an appropriate card for bashful Jack Kilgore. The card with the pipe is Roger Johns who seems to have found exactly that for which he is looking. Mrs. Pat Hix stands by ready to offer gift suggestions for the busy college men about town.



KEN EVANS and John Evers give Janice Albaugh a little dictation practice on one of the Underwood typewriters they're interested in at The Typewriter Shop. Elmer Smith, owner, points out how smoothly the machine operates. Filing cases, desks, chairs and other office equipment are sold at The Typewriter Shop.

The Typewriter Shop

1014 COURT STREET

Sno-White

888 MONTEREY

BOB DUPUIS, T. E. Wilson and Chuck Chapman, left to right, are a part of the Cal Poly crowd which calls the Sno-White Creamery their favorite hangout for lunches and after-game snacks. Waitress Louise Roza is taking an order for the usual creamy shakes and tasty sandwiches.



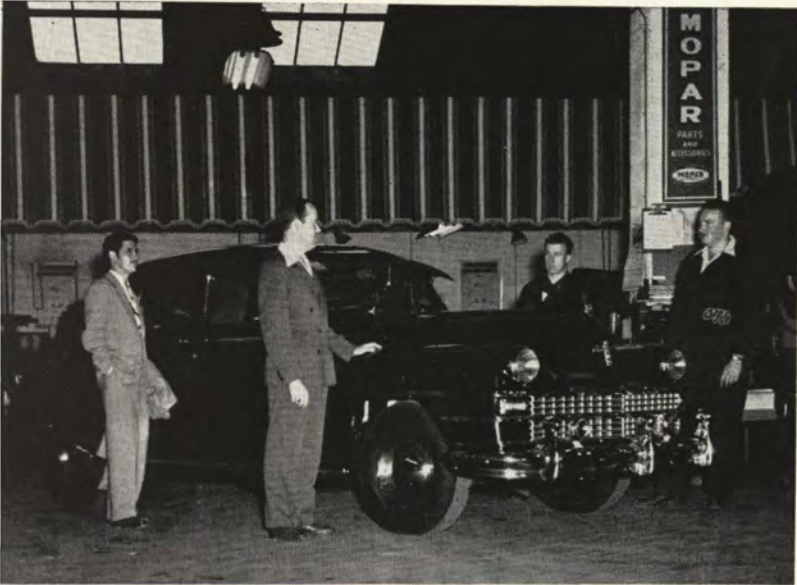
HAROLD KISER inspects the wheel construction of a new Studebaker truck at Garrett Motors. Martin Machado of the Garrett Motors staff is explaining features of the all-duty truck to Harold who wants his truck to have the perfect combination of economy, performance and appearance.

Garrett Motors

1219 MONTEREY

David L. Fair

1330 MONTEREY



It's a toss up as to who will actually drive away this sleek black power-packed Chrysler sedan; but it's no secret that the 1949 Chrysler is hard to beat. Until the happy day when they too can own a Chrysler, Dave Fair (second from left) tells students Orial Yordan, Billy Woodward and Jim Wollaston, it's wise to keep their old jalopies in top shape by putting them in the care of his expert mechanics. Complete automotive repair and service — but competent . . . David L. Fair.



No, this isn't Jack Benny's private vault — it's the churn in use at the Harmony Valley Creamery. Says Jack Oneto (left), "Wonder why it's square, Dick?" "Maybe it's easier to make cubed butter that way!" offers Richard Olson, "But whatever the reason you can bet it makes better butter, Jack."

Harmony Valley Creamery Assn.



MRS. ALICE R. JOHNSON, Gift Nook owner, knows the kinds of gifts that attract the campus gift seeker, as we see by the way she displays the intricate scale model of a Viking ship done in shining copper. Dale Anderson and Bob Newell (center) pitchmaster of the famed Cal Poly Glee Club won't be disappointed with the selections to be found in The Gift Nook. Gifts for the young . . . gifts for the old . . . and appropriate gifts for the kin-folks, too!

Gift Nook

1120 CHORRO



SHIDAN FATHE-AAZAM is keeping up with the times by looking at the display of watches at Gragg's Jewelry. Dick Gragg, behind the counter, brings a watch out of the showcase that particularly catches Shidan's eye — all of Gragg's displays of diamonds, watches and silver are eye-catching.

Gragg's Jewelry

1023 OSOS STREET

Arvidson's Ice Cream Parlor

1041 HIGUERA

TWO HUNGRY "HORSES," Phil Keyser (center) and Russ Pyle (left) from the El Mustang staff drool appealingly while Grace Arvidson tells the editor and sports editor exactly why Arvidson's have such a fine reputation for their pastry. Says Phil, "Better give us three pies — we're bound to get mighty hungry knocking out copy for El Mustang tonight!"

Motel Inn

HIGHWAY 101 — NORTH CITY LIMITS

WHILE LOS ANGELES and the southland shiver in the mid-winter cold wave, Bob Zetterburg and Merv Chamberlain (right) bask in the mid-morning sun at the original Motel Inn. The unique court and garden arrangement of the Motel Inn accommodations are designed to give the weary traveler a man-sized share of San Luis Obispo county's sunshine and temperate climate so typical of California coastal outdoor living.



Bob Dupuis and Wing Wong are shooting high for next year's hunting season, and they've come to the right place for sportsmen's goods, the sports department of Montgomery Ward. Here Salesman Don Moore has a full line of hunting, fishing, camping and sports equipment.



Montgomery Ward

876 HIGUERA STREET



Walt Miller checks the drawer space of a desk which has caught his eye at Zegar's Furniture Store, 840 Monterey. Bill Ward looks as if he'd like to do his studying on that desk, also, and Mrs. Lavelle Mayes, saleslady and decorator, stands ready to make the sale. Both Walt and Bill like the smooth finish and roomy drawers and think, "Studying should come easier on a desk like this."

Zegar's

840 MONTEREY



Pricilla, the educated pig, goes through her routine of almost human action for the town and country people of San Luis Obispo at the San Luis Feed store, to amaze the youngsters and oldsters alike. Bill Potter, student (in the Levi tuxedo) leaning on the corner of the pen (left), appears to be skeptical. "Shucks," says Bill, "Even a pig can learn by doing — and everyone knows General Mills Larro feeds are tops!"

E. C. Loomis & Son

147 HIGH STREET



Tops in softball . . . and tops in clothing values, too. That's Beno's, outfitters for Cal Poly students. Max Salter, Beno manager (center), examines with J. T. Morosky, player-manager (left), of the Beno softball team, the trophy won by the team when it took the city league championship early last fall. Standing by is Emmett Thompson, a member of the team, which was composed entirely of Poly students.

Beno's

1019 MORRO



You will never know how smooth a car can ride until you have had your wheels balanced at the Kimball Tire Co. Jack Frost, student at Cal Poly, looks on attentively as expert wheel balancer Edward B. Dulka operates the precision instrument. Says Dulka, "Kimball specializes in recapping and balancing. We believe specializing to be the best way to satisfy our tire customers . . . both the tires and customers last longer that way."

Kimball Tire Co.

283 HIGUERA



John Askins (left), El Rodeo photographer, comes out from behind his speed graphic to stock up on the stomach essentials for an all night session in the Cal Poly photo lab. Says John, "There's no need to be in the dark about food values. Sears serves San Luis with the best, and the prices are right, too." Ardell V. Breakery, verifies John's remark while punching the cash register.

Sears Market

700 MARSH

Here's a shot of the most complete automotive corner in the county! For Texaco products and guaranteed lubrication, see Tom. For brake and engine service, see Al. For O.K. electric recapping and tires, see Les.

Love and kisses,

Tom — Al — Les



Al's Brake Service

COR. TORO & MONTEREY

El Corral

BASEMENT ADMINISTRATION BUILDING

Here is the paying end of the long line veterans and non-veterans find themselves in the beginning of each quarter in their quest for books, tools, and other college course supplies. These patient students are being rewarded by El Corral's book store efficient saleswomen, (left to right) Mrs. Edna Young, Nonie Cauld, and Mrs. Thompson. It pays to patronize El Corral, first, last, and always.





BOB WHITNEY stands with an approving look beside a new 1949 Airflyte Nash in the showroom of Meyer and Willett, Nash dealers, at 1005 Monterey St. Bob is one of four Cal Poly students whose work for Meyer and Willett in the various departments is called "best ever" by the management.

Meyer & Willett

1005 MONTEREY



NO BEARD for me, thinks Bill Webber as he inspects a Sunbeam electric razor in the Hotel Drug Store, Anderson Hotel Building, Monterey St. Ilene Nunes has suggested the Sunbeam for Bill's shaving needs, and he looks inclined to agree that it's just what he wants. Bill makes the Hotel Drug his headquarters for toiletries and shaving needs.

Hotel Drug Store

ANDERSON HOTEL BUILDING

Karleskint's

1442 MONTEREY

JOHN PRESTON knows just where to go to order the best flowers for his best girl. And when it comes to sending flowers to the other lovelies back home John knows Karleskint's will handle every little detail to his complete satisfaction. Prompt, courteous, and helpful service — that's Karleskint's Nursery & Seed Store.

Bristow's Hardware

857 MONTEREY

FRED METZLER, salesman and old-timer in San Luis Obispo, (left) talks over a hardware problem with student J. Dixon while Bill Gibson, salesman for Bristow's and former USF basketball star, fills a file order for V. Amick (right). Bristow's have all those gadgets and gismos that come in handy for repairs about the home and shop. For all your hardware needs, remember Bristow's . . . Phone 41.



Wilson's Flower Shop

965 MONTEREY

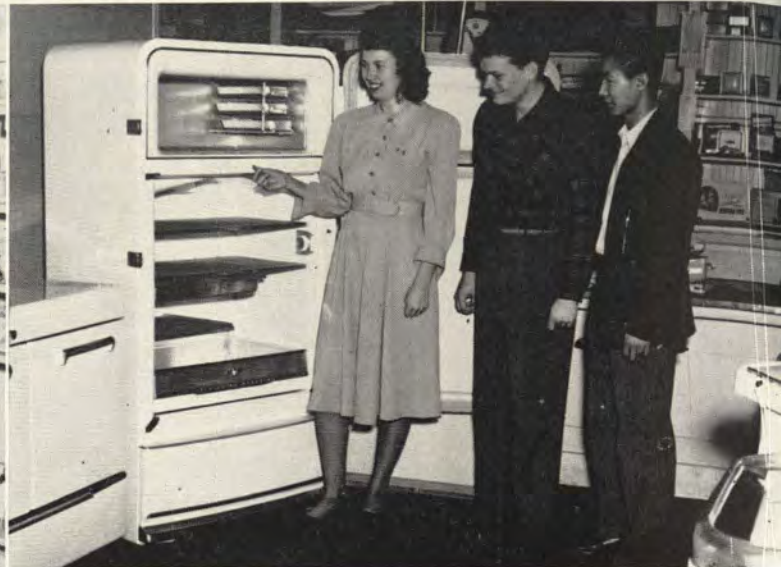
Richard Kennedy certainly will not be behind the eight ball at the Coronation Ball at Poly Royal. He believes in placing his corsage order early and he knows by gazing into the crystal ball that his future will be bright the moment she sees the corsage he has ordered. Poly students agree that you do not need a crystal ball to tell that Wilson's flowers please the most delicate heart. Be on the ball . . . call 622.



E. E. Long Piano Co.

COR. GARDEN AND MARSH

"There's a lot of space in a Frigidaire," says Mrs. Betty Kitley as Tom Keaton and Stan Jow look on approvingly. "E. E. Long Piano Co. is certainly the right place to go when the time comes to buy a refrigerator," says Stan. "What's more, Long's carries a complete line of household appliances."



Maino Construction Co.

2238 BROAD ST.



Cal Poly "sidewalk engineers" pause between classes to inspect the construction progress of Crandall Gymnasium expansion, and report a remarkable job being done by Maino Construction Co., general contractors. Other jobs done by Maino for Cal Poly are the additions to the football stands and the baseball stands. Students will long remember Maino Construction Co. whenever Cal Poly sports are mentioned.



Richard Olson, Cal Poly student, has picked Pontiac as his choice of the 1949 models. Dick figures it won't be long 'til coeds may spring into bloom on the Cal Poly campus and Pontiac's super styling is sure to turn the heart of the most discriminating female. Well — don't just stand there, Dick, drive it away!

Kimball Motor Co.

252 HIGUERA



Bradie C. Walters has a lot of sawing to do, and he's checking with S. M. Forden, owner-manager of Forden's Hardware for just the right saw to do the trick. Forden has nothing destructive in mind with that hammer. He's just told Walters what a fine job it will do when he attacks a few nails.

Forden's Hardware

1033 CHORRO

Yours & My Furniture Store

1127 BROAD

"Don't mind me," says Pete Knezevich as he relaxes in one of Yours & My's easy chairs, "Go right ahead and tell me all about your easy credit terms and how I can have one of these for my own room." Says Mrs. H. L. McKeen, "I don't have to tell you, but we want everyone at Poly to know how easy it is to furnish a home with furniture and appliance from Yours & My." Charles Johnson can hardly wait for his turn to sit in the easy chair.



Dinner Gong

662 HIGUERA

Chuck Jensen and Ed Jenkins have just polished off a meal at the Dinner Gong, and are talking it over with Mrs. Peterson, proprietress, who tells them, "What satisfies you, satisfies me." The Dinner Gong is a favorite breakfast, luncheon and dinner spot for Cal Poly men who like good food and lots of it.





Michael Larsen listens to instructions on how to operate a "Doodlebug" motor scooter while brother David and father H. F. Larsen (left) wait their turns. Says Western Auto salesman Del Evans, "The Doodlebug is so easy on gasoline you just can't afford not to have one for your very own!" Western Auto Supply has oodles of things for the home as well as the car . . . western hospitality, and courtesy, too!

Western Auto Supply

685 HIGUERA



Meat cutters Loren Krahill and Frank Truchan are working on a select side of beef preparatory to freezing and storage operations, while Vern Pribble shows student Wally Chase a fine piece of poultry at the counter. Thrifty housewives save many a dollar for their husbands through the use of American Refrigerating Company frozen food lockers.

American Refrigerating Co.

241 PISMO

Madonna Construction Co.

581 HIGUERA

This "going machine" is one of the new cobras extensively used by the Madonna Construction Company in land leveling and earth moving operations. Here we see the cobra in action on a new tract development west of the Cal Poly campus. Madonna believes in up-to-date equipment to serve the rapidly growing San Luis Obispo community in a most progressive manner.



San Luis Electric

715 HIGUERA

It is plain to see that it's a pleasure to do business with the San Luis Electric Company, when Jacqueline Brown turns on her magnetic personality. We do not know what students R. E. Krieger and T. Kubota have purchased but anyone can see they are happy about the whole deal.



Wickenden's

837 MONTEREY ST.



Student Bill Small is being fitted for the suit of his choice from the large stock of well-known brand suits of quality. Student Claude Silva looks on with approval, while Joe Landreth and Jack Jones made sure that the suit fits Bill just right.



Real estate and insurance is handled by the best informed source in San Luis Obispo. Evans Brokerage Co. is always ready to give expert advice. H. R. Barutther has the bull by the horns while Cecil Evans and George Ross point to their respective names and specialized line on the window of their headquarters at 1118 Chorro St. Seated at the desk are Gerald B. Evans, insurance specialist, and the office secretary, Mrs. Jack C. Bolton, Cal Poly student wife.

Evans Brokerage Co.

1118 CHORRO ST.

Dan & Ernie's

1234 BROAD

Joe King (right) has donned his boots preparing to take to his horse while his car is being repaired. Ernest Lewelling, co-partner and mechanic, assures Joe he won't log much saddle time because Dan and Ernie combine speed and precision with reasonable repair prices to move repair jobs onto the ready line in record time. Better save your boots for Poly Royal, Joe!



"If you're looking for something in sports wear, you won't go wrong with this shirt," Lou Guidetti tells Ronald Pico and Stan Hall, two Poly students on a clothes buying tour. Ron and Stan know they can't go wrong with any of the selections at Genardini's, the store that has the answer to the Cal Poly student's wardrobe problems.

Genardini's Men's Wear

BETWEEN THE BANKS

Standard Auto Parts

1085 HIGUERA

"Hold the phone, sir," says Tony Kilker, "We've got cash customers for Delco batteries." Jess Zanoli (left) reaches for his pencil preparatory to writing up the sale, while Bob Jonssen mans the cash register. Poly students Albert Ebner and John Eaton (right) stand amazed at the smooth, courteous, and efficient method of cash customer consideration.



Walt Miller, student photographer, and Boyd Haight, El Rodeo advisor pinchhitting for Bob Kennedy this year, cannot deny that the 1949 Mercury convertible has made no uncertain hit with them. Advises Haight, as he steps out of the trim convertible, "Every student, faculty member, and employee at Cal Poly should know the facts about this fine car . . . it's terrific!" "You are absolutely right," replies Mr. Warden, "That is why we advertise in El Rodeo!"

Corda & Warden

1131 MONTEREY

Mrs. Sally Perry, student wife at Cal Poly does her bit of afternoon shopping at Riley's, "The Store for Women," in San Luis Obispo. Mrs. Perry is being assisted in her selections by Mary Oliveira of Riley's efficient sales staff. The gloves Mrs. Perry is trying on are but a sample of the fine line of women's apparel carried by Riley's.

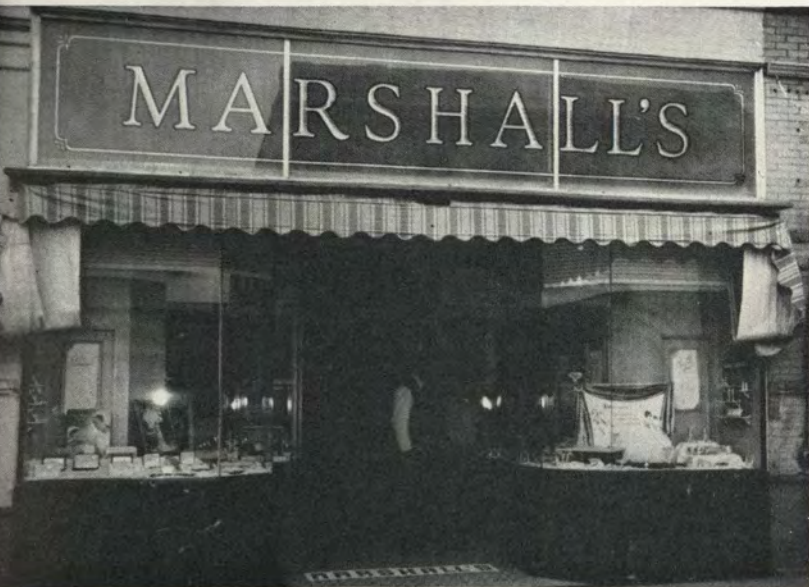


Riley's

749 HIGUERA

Marshall's Jewelry Store

790 HIGUERA



Two admiring students, Marsh Samuels and F. O. Simas, look at the beautiful array of fine jewelry and silverware sparkling in Marshall's Jewelry store. Here one can find gifts to make the happiest girl even happier!

Cal Photo Supply

692 HIGUERA

"If it moves, shoot it—with a movie camera." That's the advice Midge Willett of Cal Photo Supply gives to student Keith Southard. No photographic problem is too big or too small for Cal Photo Supply. Says Midge, "We want every Poly student to feel free to come in and talk over picture problems. We have the answers."



Fred Comer, truck driver, is shown beside one of the many trucks that are used to give customers quick and economical transfer service. Fred Comer has been with Sandercock since 1942. He can proudly say that he has satisfied customers in all parts of the country.

Sandercock Transfer

1708 BEACH ST.

Owl Taxi

984 MONTEREY

Joe Figueira puts one foot on the curb, slightly dazed at the snappy service rendered by Tom Barhan, Owl Taxi driver, in whisking Joe and his traveling companion, Clayton Finch, into town in nothing flat. Many Poly students use Owl's instant 24-hour service maintained by courteous, safe, drivers. Driver Tom Barhan says, "When in a hurry to go near or far, call the two-way radio car. Phone 300."



Insurance problems are solved with more ease than the easiest math problem in a prep math course when Maurice Fitzgerald goes after the solution. Here Mr. Fitzgerald explains a policy to Charles Henkel and James Smith who want to be sure they're fully protected. Not that anything is going to happen to Jim. The Cal Poly music department hopes it will be to the contrary, for he's a first-line sax player in the college dance orchestra.

Maurice Fitzgerald

852 HIGUERA

Model Linen Supply

348 HIGUERA

Every day is Monday at the Model Linen Supply. Laundry by the truckload is processed daily at this plant. H. C. Leffler, plant superintendent, supervises the work of Ann Matts, Hazel Miller, and two co-workers as they operate one of the large ironers. Model does a large volume of towel laundry for the Cal Poly athletic department.



Witcosky's Meats

101 HIWAY

At Witcosky's ultra modern, sanitary, and roomy meat packing concern, complete service in custom killing and wholesale meats is given. From the scales to the refrigerator, skilled and careful workmen prepare all kinds of meats to suit your needs.



OPEN
8am-8pm.



It may be raining or foggy, but whoever thought of the bright idea of the automatic laundry of the self-service type for San Luis Obispo really had a wonderful brain storm. John Anderson and Bob Taylor are chasing their washday blues out of the picture as they take their clothes from the extractor. Mrs. Fletcher, attendant, services the machines and stands by to render any needed assistance in the operation of the sixteen Bendix Automatic washers, four dryers, and the extractor.

Serv-Ur-Self Laundry

183 HIGUERA



When it comes to taking the "little woman" out to dinner, Art Gandy and Walter Weaver know just the spot to dine. The Shell Beach Inn is one of the more popular spots in this area where the young ladies are squired. At the left, Art and Mrs. Gandy look on while Mr. and Mrs. Weaver scan the menu. Lyn Weaver, center, seems more interested in the flowers than food at the present. But wait till that delicious food comes!

Shell Beach Inn

SHELL BEACH, CALIFORNIA



San Luis Market

MORRO and MARSH

Guy Thomas (left), and Bill Williams meet at the San Luis Market for their meat needs. Charles Gold and Joyce Williams are quick to supply these hungry humans with a wide variety of quality meats from the spacious display case. Says Guy, " 'Meat' me in San Luis Market! The prices are always fair!"



Albert's Florists

865 HIGUERA

Archie Ahrendes (second from right), ornamental horticulture major at Cal Poly, works part time for Albert's Florist, earning while learning. Here Archie is showing Merv Chamberlain, publications student business manager, a rare potted plant, while his boss, Adon Albert, points with pride to the lovelies within the cold storage box. Guy Thomas (extreme right), and Charles Gold show their interest.

Deke Thresh

"A Mustang Booster from 'way back"

1101 MONTEREY

Jessie Smith and Glenn Smith get the "feel" of the new "Forty-Niner" while owner Deke Thresh explains the finer points to his prospective customers. Deke Thresh also has a complete line of used cars located in two large lots for buyers' shopping convenience.





"CAN YOU tie that?" asks assistant manager Wilson Gregory. "Finest quality Towncraft shirts for only two-ninety-eight!"

"That's for me for sure!" says thrifty Victor Schmidt. "And while I'm here you'd better show me some tee-shirts and shorts. I KNOW it PAYS to SAVE at Penney's."

J. C. Penney Co.

868 HIGUERA



YOU WILL never get teed off at Bello's, even though you may not be as fortunate as Cal Poly student John Wright was in receiving personal instructions from nationally known golfer Jimmy Thomson. Lou Bello, local Spalding dealer, looks on, while Thomson, a member of the Spalding consultant staff, gives Johnny a few tips.

Bello's

886 MONTEREY STREET

McGregor Motors

1255 MONTEREY

THIS IS IT! The DeSoto has everything and every thing about it has captured the complete interest of students Herb Winn (left), Ted Witorf, Shoji Yamada, and Hank Wright (right). In a minute Mr. McGregor will personally come into the showroom from his office and answer technical questions about DeSoto's Gyrol fluid drive, tip-toe shift, and new quieter ride. He is certain to tell them about Plymouth's 50 new features, too. DeSoto — Plymouth . . . great cars!





"You'll never have a fit about the way shoes fit if they're fitted at Renetzky's," says manager Leon C. Latimer, left. "We fit the hard to fit and check each fit by X-ray." Relaxed and comfortable, Don Hill and Stewart Brown settle down to the discussion of the variety of fashionable styles of British Walker footwear featured by Renetzky's. The salesman, Bob Pennington, displays a popular campus foot favorite.

Renetzky's

854 HIGUERA



Now when it comes to something with color to brighten up that dormitory room or Poly View trailer, this colorful pillow from a comfortable easy chair will do the trick. Students Ted Cuculis and Bob Tuck seem to agree as they admire the colorful design with Salesman F. W. Herriman. McMahan's is the house of fine furnishings.

McMahan's

885 MARSH

Mission Florist

965 MONTEREY

Oscar Bettendorff chooses a floral gift at the Mission Florist from Diane Wilkinson. Gloria Zanetti looks on while Jayne Winham (background) arranges some flowers. The shop provides Florists' Telegraph Delivery service for students who want to send flowers out of town.



Clarence Brown

867 HIGUERA

Your Credit Jeweler

You'll have to give Dan Acosta (center) and Leo Champion credit for knowing where to go to see the latest models. Oleeta Gregory, saleslady (left), slips a Bulova on Dan's wrist and points to the fine features. Obviously, Dan and Leo won't leave until Oleeta shows them a complete line of Parker pens and other gifts.



Hill's Stationery

1127 CHORRO

"Nothing brightens up a bachelor's room like bronze statuary or a beautiful brunette," says Bob Dooley (left). "Being married to a beautiful brunette, I know what I'm talking about." Says M. E. Holly (center), "Truer words were never spoken . . . I can really go for one of these bronze horses." Pretty sales girl Virginia Baker adds, "How bright can a bachelor's room get . . . without a brunette?" No use balking at Hill's . . . they specialize in top quality merchandise.



A homey atmosphere! Mrs. Josephine Righetti points out to Dick Ehrlich how comfortable and relaxing a home can be with furniture from Davidson's. Davidson's carry a complete line of home furnishings from 'drapes to ash trays.'

Davidson's

659 HIGUERA

Ted's Mobile Service

1099 MARSH

Fred McGinnis receives his change along with a tankful of warm friendliness from Mobiloil dealer J. L. Pein at Ted's Mobile Service. Fred has just gassed up the old Ford at Ted's which stocks everything necessary to keep the Poly student fleet rolling.



It is the San Luis Mill and Lumber Company for quick delivery of lumber and all kinds of building supplies. Student Roland D. Skinner (second from right) came down to watch the men handle the large volume of lumber for the future homes of San Luis Obispo.

San Luis Lumber Co.

246 HIGUERA

Strong's Cleaning Works

659 HIGUERA

Marsh Samuels and F. O. Simas are two of the hundreds of Poly students who have their cleaning done at Strong's. An outstanding feature at Strong's is Marjorie Stowell, who knows a large majority of the students by name, and is known for her cheerful and pleasant personality.



After a tiring day, Roy Skover happily anticipates drinking the fruit juices he has selected, while Merv Chamberlain, who enjoys a more solid type of diet, carefully studies the labels before making a selection. Ellsworth's Market is popular with Poly students and faculty alike as it offers a wide variety of meats, vegetables, and canned goods at popular prices.

Ellsworth's Market

496 N. BROAD

Castle Motor Inn

OLD HIGHWAY 101, SOUTH

P. D. Giles, R. V. Erleth, and E. F. Setzer, Castle's royal guests from Cal Poly, relax in the restful courtyard away from the noisy highway, one mile south of San Luis Obispo. Dick Sparks, the owner and former Cal Poly student, is always glad to welcome Poly student guests for long or short stays.



David Smith watches L. E. Pearson, the glass cutting artist, at work. The unusual shapes, sizes, or colors, that a customer might request, do not create serious problems for Larry who is owner-manager of the Pearson Glass Shop.

Pearson's Glass Shop

613 HIGUERA ST.



PAUL ARMSTRONG'S face lights up with the prospects of becoming the owner of a dazzling diamond ring. Manager Tom Thorn stands by with a varied assortment of attractive men's rings. Says Tom, "We buy, sell and exchange diamonds, guns, cameras, binoculars, watches . . . anything of value."

San Luis Jewelry & Loan

974-A MONTEREY



WHEN YOUR popularity with the female populace begins to peter out, perhaps the paint job on the hot rod displeases the lassies with the classy chassies. Then take it straight from salesman John Hanna (left) that Du Pont Dulux will not only salvage your popularity but also add years of protection to your car. Hanna has convinced William Barnes that Dulux will do right by him.

Universal Auto Parts

969 MONTEREY

The Sportsman's Store

869 HIGUERA

"YOU AREN'T telling me anything new," says sports-minded Gail Allen, right. "My gun experience dates back to pre-war days."

Says Jack Allured, also a student at Cal Poly, "But did you know that besides fine guns like these, the Sportsman's Store stocks fishing tackle, and does custom gun work? Why, the Sportsman's Store has everything for the outdoorsman." Replies Allen, "I think we came to the right place!"



Tom Staniere

ANDERSON HOTEL BUILDING

IN SPRING Cal Poly men shed their coats for sport shirts. Gail Carmical and Ed Carvalho are getting ready for the event by buying new sport shirts at Tom Staniere's Men's Clothing. Tom Staniere is showing them his line of McGregor sportwear.



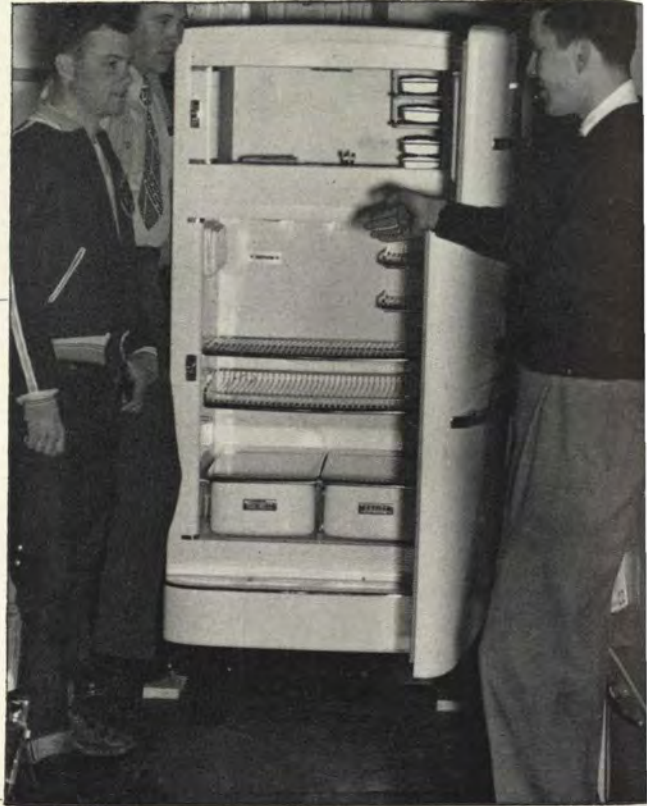


Cline's Electric

962 MONTEREY

"When it's a refrigerator you want," salesman Dick Brumley is telling Jack Powers and Gerald Welles, "there's nothing like a G.E. combination refrigerator-freezer. And when it's a G.E. there's no better place to buy it than Cline's Electric."

Mrs. Edith Westfall, student wife, knows how to make shopping for children easier. All you do is to take them down to Billie's. Alice Hillman stands behind the counter ever-ready with helpful suggestions.

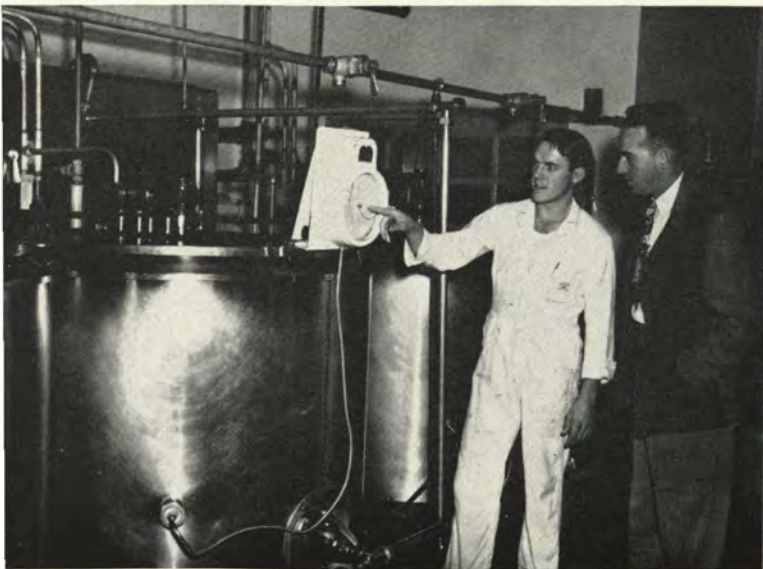


Billie's Toy & Baby Shop

766 HIGUERA

Golden State Company Ltd.

570 HIGUERA



"This gadget does more to protect the health of milk drinkers than most people realize, and we at Golden State take special care to see that all control apparatus functions properly in the interest of public health," explains Bill Whitaker, man in the white uniform. Says Boyd Haight, Cal Poly publicity director, "It certainly is reassuring to know that. Facts like that are making Golden State a leader in dairy production through California. How about a tall glass of milk?"

Peerless Bakery

584 HIGUERA

George Goodwell, driver for Peerless Bakery, takes time out after delivering El Corral's daily supply of Morning Fresh Bread to talk over the bread situation with student Bob Ruth. Says George, "Poly students sure do go for Morning Fresh Bread in a big way . . . morning, noon, and night!" "That's because it tastes better and stays with you longer than ordinary bread," adds Bob.



Brown's Music

717 HIGUERA

Here is harmony heaven where hep-cats and long hairs gather to spin the latest discs and latch on to a few precious platters for their very own collections. "Bucket" Waterman (left), lip man in the Collegians who has a special yen for symphonic discs, asks Pat Gordon to spin one of his favorites. Gil Brown, S. J. Duer, and Dorothy Viellenave prepare to lean back and listen.



First Baptist Church

OSOS and PACIFIC

The First Baptist Church is a friendly church which has a special standing invitation to Poly students to join the congregation. The Rev. L. Earle Shipley, pastor, invites visitors to his two Sunday morning services, one at 9:45 and the other at 11 o'clock. A college-age Sunday school class meets at 11 a.m. and the Men's Council, a group of men of the church, meets monthly for a dinner and devotional service. Cal Poly students and families are seen leaving the church after a morning service.



San Luis Brake Service

751 MARSH

Owner Ken Jones chats with Richard Simpson and Dave Smith about a special brake problem. Bob Frandsen and mechanic Bob Thomson relax for a quick smoke. San Luis Brake Service specializes in all types of auto repair and tire service and also has a complete line of Signal products.

Merle Norman

748 HIGUERA

Neva Wilson, owner of Merle Norman Cosmetic studio, joyously applies the initial touches to the delicate complexion of student wife, Joyce Crie. Says Mrs. Wilson, "It is always a joy to help beautiful young women maintain their beauty. You'll look lovely, too, with Merle Norman cosmetics!"



Union Hardware

725 HIGUERA

Milton Reis of Union Hardware, eases the blade of the new model De Walt power saw into focus while keen-eyed Albert Linsley, student, admires the versatility of this modern piece of wood working machinery. Union Hardware prides itself in the quality brands of merchandise it offers.



You're sure to find just what you want at Ru-Mae Shoppe. Student wife Rose Bidinian verifies this by modeling a dazzling McMullen dress, and a pair of string gloves. Georgiann Thompson, saleslady, (left), has sold Rose on the idea of carrying a navy straw purse and shows her a variety of gorgeous pearls.



Ru-Mae Shoppe

1123 CHORRO



Booth Bros. Body Shop

1103 HIGUERA

A dented fender, dragging bumper or smashed grill look as good as new after skilled body and fender experts at Booth Bros. Body Shop tackle a repair job. Students Wendell Gates and Al Morrison watch Specialists Noel Caselman and George Garrity turn a battered model into a smooth looking job. Standing by are H. Fredrikson and H. "Mac" McElhinney, body shop foreman.



E. & E. Cafe

1028 NIPOMO

"Hey, this ought to be good ; I'll take it on the lunch," says Dave Goodman, examining luncheon suggestions at the E. & E. Cafe. Goodman, feature editor of El Mustang, has a large following of readers of his column, "File Thirteen." And E. & E. Cafe has a following of Cal Poly students who enjoy good food at prices tailored to fit the student's budget. Providing fast, efficient service and delicious meals are Agnes Mefford (left), Mrs. Eva Graves and Ernest Graves (owner).



"For me, it's only the best of gas," comments W. F. Slayton, and he knows he'll get the best of service at Gary and Ski's Shell station, 1200 Monterey. Here experienced lubrication experts offer complete and satisfactory service. H. M. Carrigus, co-owner, explains to Slayton. "We will be pleased to take care of tires, windshield, or battery needs at any time."

Gary & Ski

1200 MONTEREY



Three chairs and three barbers reign supreme at the Palace, assuring a minimum of waiting by their subjects. On throne number three we see student Fred Broemmer being prepared to look like a prince by Earl L. Parker. On throne number two Ben Broerma is being groomed by Master Barber Bob Baldrige. "King" Earl Twitchell mans the cash drawer enroute from throne number one. You are always treated royally at the Palace!

Palace Barber Shop

1038 CHORRO



Liberty Cleaners

727 MARSH

Preparing for the Poly Royal Coronation Ball, Bill Espino, Jack Taylor and Frank Fox have just taken their spring suits from the mothballs to have them cleaned at the Liberty Cleaners. Mrs. Melva Wilson and Mrs. Vernon Hindeman are explaining Liberty's fast, efficient service, and showing the results of good dry-cleaning.



Townsend's

990 MONTEREY

When Shuffleboards hit San Luis Obispo the student body went wild. There was something catching in this simple little game that has turned into a local pastime. Townsend's otherwise known as "Joe's," installed one of these gadgets and the above scene is the beginning of a rubber match for the Monterey street championship between two Polyites, Bill Webber and Gerald Welles.

"Tis not for mortals to command success . . . we'll do more, deserve it."

Andrews Hotel

OSOS & PALM

RATES:

\$1.50 up without bath

\$2.50 up with bath



Mrs. Shirley Kunkle, student wife, tries on a smart solid color spring coat, assisted by saleslady Mrs. Vivian Keyser. Shirley is sure to approve of this selection and will surely ask to see the latest arrivals of other apparel, featured for Kipper's up-to-the-minute, fashion-wise shoppers.



Who enter these portals:

"The cares that infest the day,
Shall fold their tents, like the Arabs
And silently steal away."



Kippers

853 HIGUERA



Bar-B-Qued steaks really ring the bell for hungry Mustangs at the Tower Cafe, the popular place to eat in San Luis Obispo. A varied assortment of tasty dishes round out the Tower's western menu. . . . Plenty of parking space . . . courteous service. Make the Tower your eating and meeting place.

"Real Western Bar-B-Q."

Tower Cafe

427 HIGUERA

Berkemeyer's Market

1021 CHORRO

Wherever you go or whatever you do . . . you get hungry for meat. Meat hungry Mustangs all know where to go to get the highest quality and their favorite choice cuts . . . Berkemeyer's, of course, and that's no baloney! For your favorite cuts, just phone 8. . . . Prompt and courteous service.

Christine's

787 HIGUERA

With the coming of spring, Poly Royal brings out the finest in spring fashions. Student wives, faculty, and employees at Cal Poly look to the leaders for their fashion tips. Take a tip from these campus lovelies, the Poly Royal Princesses for 1949. . . . You will find the latest and smartest styles at Christine's. These fashion-wise ladies are (left to right): Dolores Swann, MaryLou Brumbaugh, Helen Peterson, and Isabel Lenger.



Minelle's Lingerie

1117 CHORRO

Mrs. Olive Wilson, owner of Minelle's Lingerie, takes pride in showing her customers the best in women's fineries. Here we see Mrs. Wilson showing a fine lacy negligee to Mrs. Ted Maino and Mrs. Betty Parks, student wife. Mrs. Maino holds son Ted, Jr.



The finest food on the Coast . . .

$\frac{1}{2}$ mile north of
Pismo Beach

Phone 194 Pismo Beach

Cooper's



Bee Hive Cafe

887 MONTEREY ST.

The Beehive has been a favorite with students and faculty of Cal Poly for many years. Good food, quick service and a pleasant atmosphere will continue to make many new friends for this popular restaurant for many semesters to come.



Hugh Harling, KVEC sportscaster, brought stay-at-home Mustang fans accurate descriptions of thrilling athletic contests during the school year. Here he is giving listeners the exciting play-by-play picture of the Poly-Pepperdine basketball game finally won by Poly.



K V E C



The friendly California Park Grocery is the nearest grocery store to the campus. Genial Paul Nolting, proprietor (right), is always handy to assist his customers in their selection of good, health-giving groceries. John "Alabama" Ryan examines a package of cellophane wrapped spinach, which, like the other vegetables and fruits on the rack, is guaranteed fresh!

California Park Grocery

HATHAWAY and CALIFORNIA



When mid-terms and finals are over, students and faculty alike relax and eat out. But here we see student Ron Parks and his pretty wife, Betty, breaking all traditions by breaking into The Breakers for a mid-week dinner. Betty is ordering a sea food entre while Ron looks as hungry as ever. Invite your parents and friends to have dinner with us. . . . Plan your club or class dinners at The Breakers, overlooking the Pacific Ocean.

Harry Amsel, Owner-Manager

The Breakers

"The Home of the Abalone"

MORRO BAY

Weishar's City Pharmacy

858 HIGUERA

There are many times throughout the year that Poly students select gifts for their loved ones, but the one occasion no one forgets is Mother's Day. Here we see Omar Pino and Dan Raye making their selection from the fine line of toilet goods at Weishar's City Pharmacy. Weishar's is headquarters for the finest in pen and stationery needs.



College Cafe

FOOTHILL and SANTA ROSA

Jim and Claudia Vlaming are the congenial host and hostess of Cal Poly's most popular cafe. Mary Lou Brumbaugh . . . 1949 Poly Royal princess . . . (center), is the big attraction at the College Cafe.





"No, this isn't the date bureau," says Ed Atkinson, agent for Farmer's Insurance Group and Home Insurance Company. "But we can certainly make your future brighter and more secure by covering your car and home with policies to suit your needs!" This bright new home of the Atkinson Insurance Agency represents a long step forward in its effort to better serve the ever-growing community of San Luis Obispo.

E. H. Atkinson Insurance Agency

1043 HIGUERA



In front of a backdrop of bright spring ties, Bob Eades selects a sports shirt at the Schulze Bros. shirt counter. Clerk Ed Jennings says, "What will it be, black or white?" and Bob knows that either shirt will be top quality in looks and wear.

Schulze Brothers

782 HIGUERA

Harris Music Co.

995 HIGUERA

Ivan Harris, congenial manager of Harris Music Co., proudly displays one of his popular products. The admiring students are Gary Simms and James Smith, who know that "dischords" don't happen when trading here.



BEST WISHES FOR A GREAT SCHOOL

C. J. Bond and B. J. Haley Stag Billiard Parlor

956 MONTEREY

The Stag is a favorite rendezvous for Poly students who want to play a relaxing game of pool during a break from their studies. Here Harold Moss and Sadiq Roshdy engage in a friendly game. Sadiq, who watches while Harold takes a shot, has come to Poly from Baghdad, Iraq. "They must play lots of pool in Baghdad, too," comments Harold as he finds the going tough against Sadiq on the Stag's smooth tables.



Motz Style Shop

856 HIGUERA

Who is she? Who is this wisp of loveliness, reflecting the warmth and charm of a summer breeze? She is Mary Lou Chase, student wife, who knows that clothes make the woman as well as the man these days. You, too, can have the new look if you shop wisely. . . . Drop in and see the latest in styles and fashions where Margaret McNeil, owner of Motz Style Shop will personally help you select your wardrobe.



Standard Motors

1701-1721 MONTEREY

This modern, completely equipped building is the new home of Standard Motors and Equipment Co. Here you will see the latest models of Cadillac and Oldsmobile automobiles, International trucks and International farm machinery and equipment. Standard Motors and Equipment maintains the best in sales and service facilities. Don't fail to take advantage of its spacious and completely modern automotive facilities.



SLO Production Credit

1123 GARDEN STREET

Elmer Olsen, secretary-treasurer of the San Luis Obispo Production Credit Association, answers the questions of Cal Poly engineering student, H. D. Jester, on the subject of agricultural credit. The Production Credit Association is a reliable source of credit for farmers and stockmen. Loans are made for any general agricultural purpose, and Mr. Olsen assures that any credit need, large or small, will be properly considered.

Chili Dipper

354 HIGUERA

Robert Reed and Lee Roan (extreme right) get set for some tacos and tamales . . . under the watchful eyes of Mary Silvera and June Roza. The Chili Dipper Inn features real Mexican food, as you like it!

Edith's Cafe

882 MARSH

Pie a la mode? Ice cream? Malts or milk shakes? Edith's Cafe has these and many refreshments as well as a wide variety of lunches and sandwiches ready to serve the hungry after-the-show crowds. Karl Sagimori starts with a cup of "Joe" while waitress Helen Hansen stands by to serve his every food desire. Navy recruiting officer Robert Stall will probably order a double order of navy beans.



Daniels and Bovee

647 HIGUERA

Ed Hass (center) may be famous as a Cal Poly campus fireman, but when it comes to radios, phonographs, and television, Philco leads them all. Ed is all fired up about the neat table model record player, and rightly so, for Philco quality is known the world over. Ralph Daniels (left) and Everett Bovee (right), owners of Daniels & Bovee, won't let Hass' flame die. They will quote a price that's right . . . and give the best of service!



7 Up Bottling Co.

SANTA BARBARA, CALIFORNIA

It's easy to see what a favorite 7 Up is on the Cal Poly campus. Don Downs and Dave Bradburn take time from their daily duties to down a refreshing cold bottle of 7 Up from the handy dispenser in El Corral student store. Fresh-up with 7 Up!

"Fill 'er up," says Marvin Adams, and Eddy Winn starts pumping at Wills Norwalk Service where no service is too small or too big. S & H green stamps given with all purchases make buying profitable at this station. Gas, oil and lube jobs are provided with courteous, friendly service.



Wills Norwalk Service

SANTA ROSA and HIGUERA

Bachino and Stockird

740 HIGUERA



Bachino and Stockird, local insurance agents who are better known for their sponsorship of Mustang baseball broadcasts, have in their office a sound psychological reason for inviting Poly business. These lovely ladies, Pat Camozzi, Dorothy Cannon, and Shirley Zion are here to assist with any insurance needs.



Guarantee Bldg.-Loan

1127 GARDEN

"It is our business to encourage thrift and home ownership in this thriving community," says H. E. King, Manager of the Guarantee Building-Loan association. "Men and women of all walks of life invest their savings with us under the government insured savings plan. These savings are immediately put to work in the community as loans to homebuilders in San Luis Obispo." Student Bill Washburn (left), nods approval. "This plan sounds good to me . . . I think everyone at Cal Poly should know about this. It's good for the community!"

Anderson Hotel

902 MONTEREY

"It pays to advertise!" exclaims John Colombini, El Mustang advertising manager. "The Anderson Hotel has sold me through their advertising in El Mustang, El Rodeo, the Goal Post, Frosh Handbook, and other Cal Poly publications." Clifford Orr waits his turn as Colombini signs the register. The friendly clerk, Charles Olgati, will have the bell boy show Colombini his room, one of the 150 rooms . . . with bath!

Home Laundry

1323 MORRO

Service with a smile! And why not? The Home Laundry serves Cal Poly with pick-up and delivery service on the campus for finished laundry and expert dry cleaning, serving the many hundreds of busy students who send their laundry and dry cleaning out. Smiling Robert Bassett, student agent for Home Laundry, delivers Dick Pitman his weekly bundle of finished washables. Prompt, courteous, quality service . . . with a smile!

Rand-Halpin Co.

230 SANTA BARBARA AVENUE

Nothing makes a sandwich taste better than the finest of ingredients. Esther Bird, student wife, prepares the fillings for sandwiches for the hundreds of students who eat daily in El Corral coffee shop, made by Rand-Halpin Company.



OCCASION TO CELEBRATE!

Whether it was the advent of a new baby, as in Bret Harte's *Luck of Roaring Camp*, or the discovery of new, rich diggings with nuggets and dust to toss to the moon, every special event was an occasion to celebrate for the forty-niner of the old west. Even the arrival of an eastern green horn drummer was enough to send members of *E Clampus Vitus*, fun organization of the old mining camps, scurrying to bring in brothers of the clan for a whooping initiation and a bang up celebration.

If Old Sam were alive today he would surely brand this a special occasion and call for a celebration of the first magnitude! For EL RODEO, with its forty-niner theme, has been designed, engraved, printed, bound and at last is in the hands of those new generation forty-niners — Cal Poly students.

It has been fun as all get out working with the staff this, our thirteenth year, as engravers to EL RODEO, and we have shared its enthusiasm in watching the theme develop from an idea to a well designed and excellently prepared yearbook. Our sincere congratulations to Art Gandy for his able editorship, to Don Johnson, associate editor, to Mervin Chamberlain, business manager, Boyd Haight and all the others who did such a swell job. Yes Sir! It certainly is an occasion to celebrate!



ANGELUS ENGRAVING CO.

857 South San Pedro St.

Los Angeles, California

MURRAY & GEE, ^I_{NC.}

Printers ★ Publishers

3630 EASTHAM DRIVE



CULVER CITY, CALIFORNIA

June 1, 1949

California State Polytechnic College
Attn: Mr. Arthur Gandy, Yearbook Editor
San Luis Obispo, California

Dear Mr. Gandy:

We wish to extend our heartfelt thanks and congratulations to you and your 1949 hard-working yearbook staff for all the co-operation and pleasant working relationship extended to us in the production of this beautiful EL RODEO '49 Yearbook. We feel that we have become an integral part, not only in the manufacture of your past two yearbooks, but also in the school which it so capably depicts.

As you know, to produce a well-planned, successful college annual requires the services of experienced and expert craftsmen, trained in every detail of the process of creating, planning layout and design, typesetting, printing and binding to work with a competent staff. We are satisfied that after twenty-six years of serving schools and colleges we have integrated all our "know-how" into the production of your yearbook.

We appreciate the opportunity of again being chosen as your printer and binder and again extend to you, your staff and Cal-Poly's student body a grateful "thank you" and congratulations on a "job-well-done."

Very truly yours,
MURRAY & GEE, Inc.

PJ/jp



Acknowledgments

May 1, 1949

EVERY YEAR, the completion of Poly Royal means a rush by the El Rodeo staff to meet final deadlines and get pictures to the engravers and copy to the printers. To do this has been a ten-month task for photographers, division editors and reporters. These men have worked long and deserve a great deal of credit.

First, I want to thank Boyd Haight, advisor, for the hard work and late hours spent in checking copy and captions on both dummies and page proofs, and for the constructive criticism that led the staff to do a job well done. His ability and versatility have been proven by his stepping into the position inexperienced in yearbook production, and doing a superlative job.

Honors also go to Don Johnson, associate editor. Without his valuable experience in publications, El Rodeo would have struggled to meet deadlines. Don's consistent cheerfulness brought harmony in the staff during strained, late hours.

I want to thank Dean Van Zant, photo editor, who took the responsibility of keeping straight the negatives and photo prints, and who worked as the middle man between the photographers and division editors.

Each division was handled by a special editor, whose job it was to make picture schedules, write copy and picture captions. Thanks go to Tony Solferino who edited Administration; Oscar Bettendorff who edited Classes with the aid of Loren Kidd; Organizations Editor Guy Thomas and Walter Atwood who kept Clubs in line; Paul Tritenbach who edited Activities; Editor Ed Mattson and Ed Emmerson who handled Dormitories; and Joe Griffin, Sports editor. Helping Griffin was Russ Pyle, who wrote Basketball, and Dave Pitts, who handled Track, Water Polo, and Golf. I would also like to thank Deane Aboudara, who handled the layouts for the printer's and engraver's dummies and who kept track of the engraver's proofs in the master dummy, and my wife Jean who aided in picture cropping and moral support in allowing "El Rodeo to come first."

Without Merv Chamberlain, the yearbook could not have been published. As Business Manager, it was up to him to see that the book paid for itself. He also supervised advertising sales and edited the ad division. Working with Chamberlain were Bob Dooley, assistant business manager; Aron Abrahamsen and Dan Acosta, who did the dummieing; Frank White and John Colombini who sold advertising; Bill Potter who handled dorm picture sales and John Preston who arranged picture schedules; Elinor Barff who typed these schedules; and Joe Gates, Ray Picard, Frank LaSalle, Howard Mitchell and Keith Southard, who provided transportation for advertising pictures. A great deal of credit goes to Mr. John Reibel's advanced letter writing class for help in writing ad copy.

A story in pictures was the main theme of the '49 El Rodeo. Capable photographers were on hand to cover all Poly events. Headed by Chief Photographer Ed Nitenson, and John Askins, Art Cram, John Klopp, Charles Chapman, Jack Anderson, Harry Jones, Fred Adams, Bob Appleton, Walter Miller, Jack Heller, Bob Williamson, Dick Ehrlich, Cas Szukalski, and Dick Pittman, the pictorial review was handled in top form. The credit for the celluloid covering of the year's events go to these men.

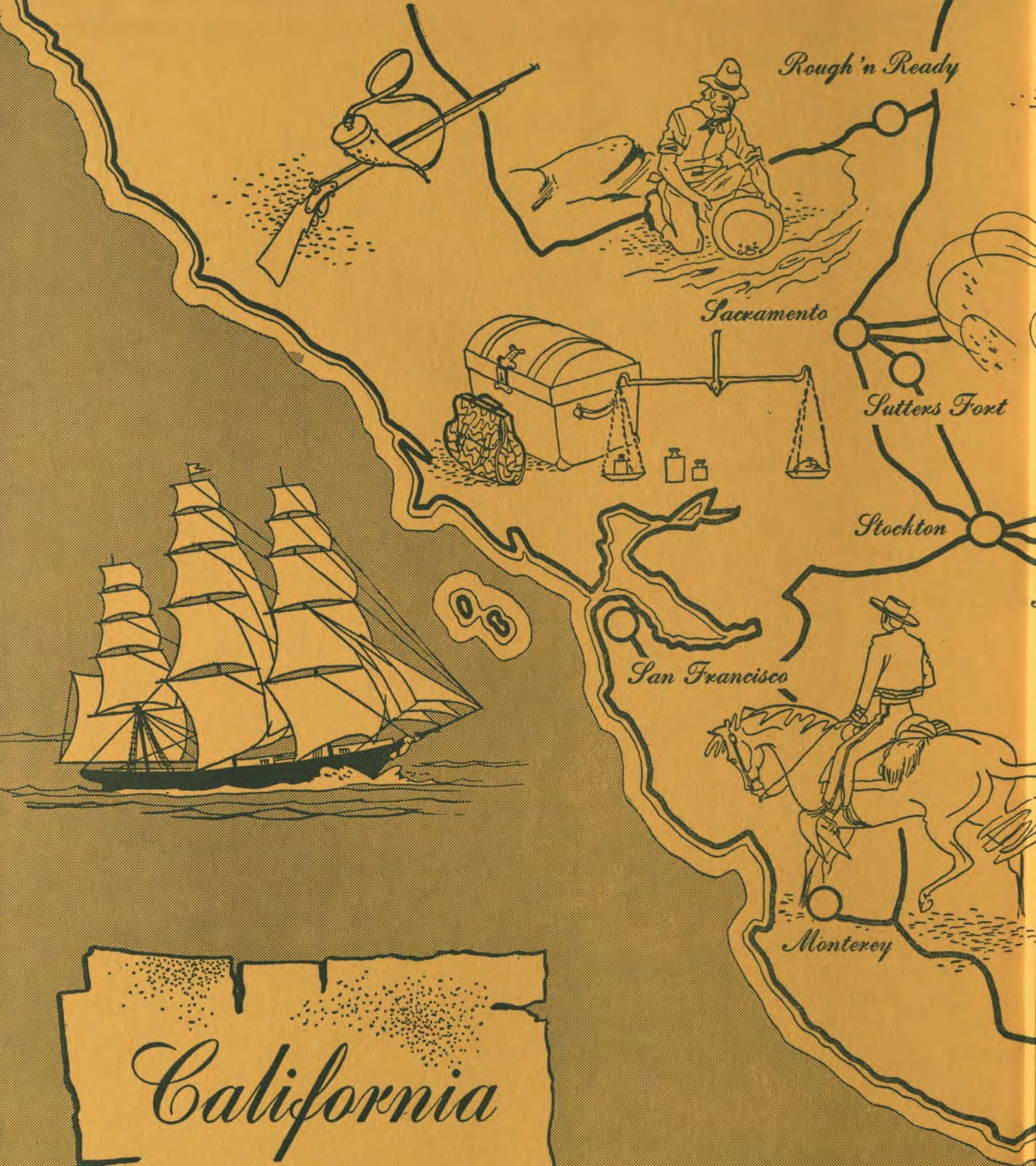
Many thanks go to Warren Lewis, of the Angelus Engraving Company, and Pio Venturelli of Murray and Gee, Inc., Printers and Publishers. Through the cooperation of Mr. Lewis all cuts were made and an artist provided who worked out the division pages. The job of getting the book to Poly before graduation, after being delayed by Poly Royal, was handled capably by Mr. Pio Venturelli and his assistants.

Through the efforts of these people, the '49 El Rodeo was possible. I sincerely thank them.

ART GANDY

Editor, 1949 El Rodeo.

Autographs



California
1849



Virginia City

Hangtown

Jackson

Columbia

Sonora

Light's Ferry

Chinese
Camp

Death Valley

San Luis Obispo

Los Angeles

